FINE ARTS DEPT.

modern PHOTOGRAPHY

PUBLIC LIBRARY
AUG 19 1957
DETROIT

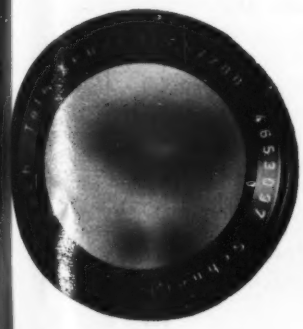
LENS ISSUE!

OCTOBER 1957 PRICE 35 CENTS 40 CENTS IN CANADA

THREE WAYS TO TEST YOUR LENS

BIGGEST LENS BUYING GUIDE!

ARE SUPERSPEED LENSES GOOD?

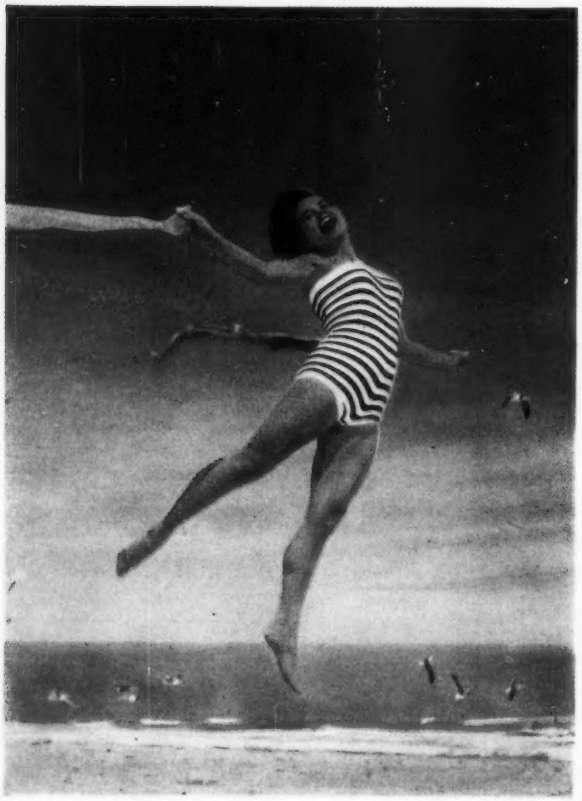


DIRONE PHOTOGRAPHY

EXPERT REPORT:

Is Super Anscochrome really the world's greatest color film?

In available light (above) or for high-speed stop action, Super Anscochrome is the fastest, most versatile color film you can use.



by OZZIE SWEET

Color films are like fingerprints . . . no two brands are exactly alike!

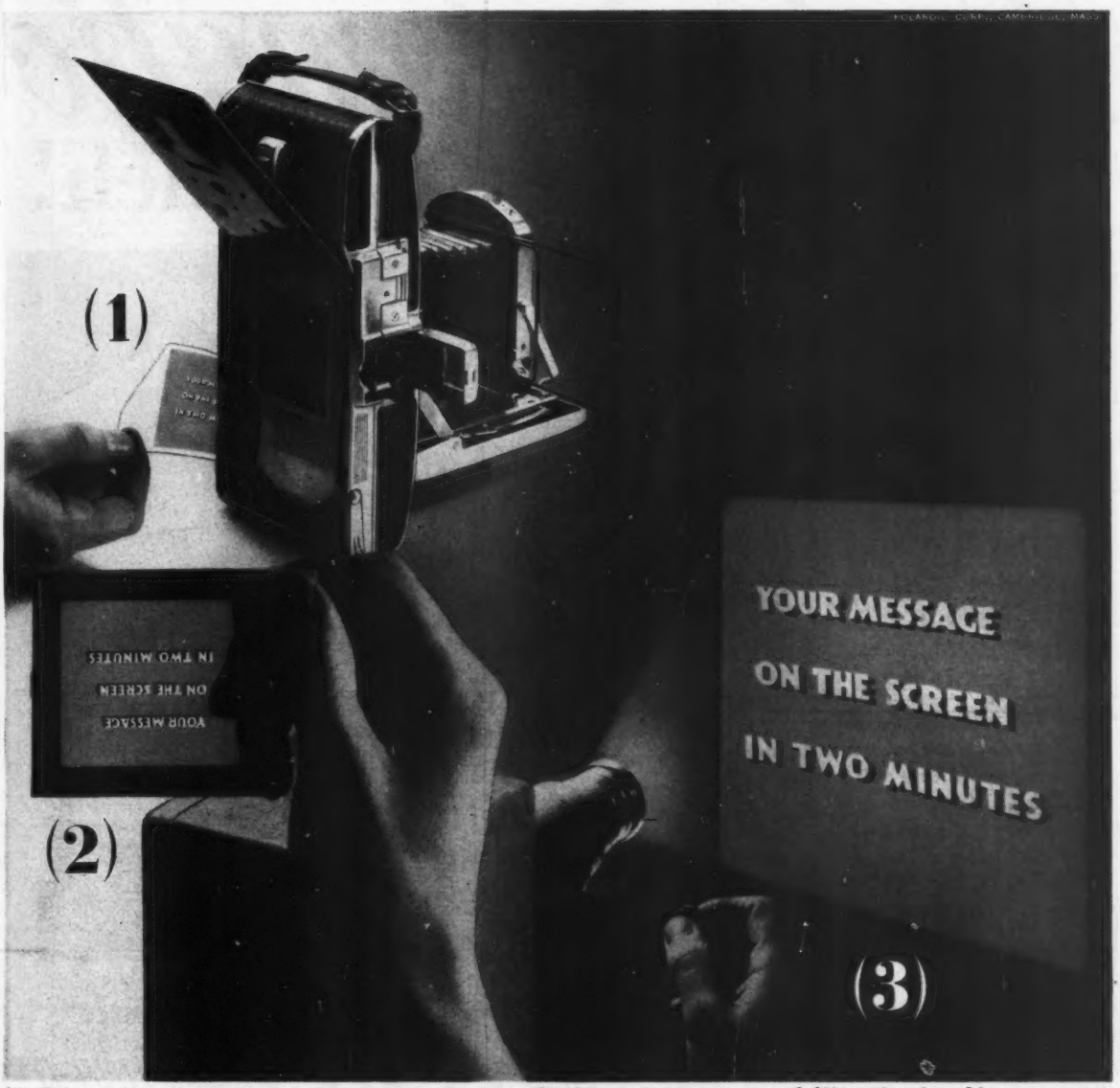
Each type of film has its own characteristics that determine just what the final picture will look like. Let's see just what this means in practical shooting situations. It means that where one type of film may be superb as far as highlight rendition is concerned and poor in the shadow areas, another type of film will work conversely, good in the shadows and poor in the highlights. Many films have extremely high resolution, but lack latitude, or the ability to give an acceptable image when the exposure is not "on the button."

What is really needed is a color film that has the speed, range, and the ease of use that black and white films have . . . and that was the aim of the Ansco chemists when they produced the new Super Anscochrome!

On each subject tested, exposures were made "on the button," one stop over and one stop under . . . the results were all excellent! Some friends who are as critical as they are expert say that the new Super Anscochrome can take as much as two stops of overexposure and still give exciting color, but I like to keep exposures close to perfect. There's no doubt that this sort of latitude has never before been accomplished in the history of color photography!

In the highlight and shadow detail tests, the results were equally spectacular. Highlights were clean and neutral without any tinge of contaminating colors. Shadows always were unblocked and failed to "ink up" in the way that some films tend to do. But I've left the best for last . . . THE COLOR. Spectacular is the only bit of understatement that I can think of. Lush reds, brilliant greens, solid blues, and rich yellows. The yellows are actually the key to Super Anscochrome's superb performance. Super Anscochrome has an improved yellow rendition, that exists in Super Anscochrome alone and makes it the great film that it is. Anscochrome's speed of E.I. 100 is actually a special bonus, it's the color that is great . . . the greatest in the world.

Ansco, Binghamton, New York. A Division of General Aniline & Film Corporation.



(1) Take a picture one minute, have your slide the next. (2) Slip it into a mount, and (3) project it as big as you want.

Polaroid Corporation Announces

QUICK, EASY WAY TO MAKE SLIDES

Now, with a standard Polaroid® Land Camera you can make slides in an office, lab or plant, and project them immediately.

Polaroid Corporation has perfected a film which produces black-and-white slides right in a *regular* Polaroid Land Camera. Just click the shutter, pull a tab and lift out a transparency of exceptional photographic quality. It's ready to project 20 seconds later, after a quick hardening and mounting in a snap-together plastic mount.

The complete system includes the standard Polaroid Land Camera, the film, mounts, hardener and projector, plus a versatile Copymaker that lets you make slides from any text material, existing photographs, charts, graphs, titles or what have you. You have a choice of two sizes of film—2¼ x 2¼, or 3¼ x 4 (for existing "Lantern Slide" projectors).

These slides cost about one-third as much as conventional slides. But the real saving is in the time and effort that it takes to put a picture on the screen. Send in this coupon for more detailed information.

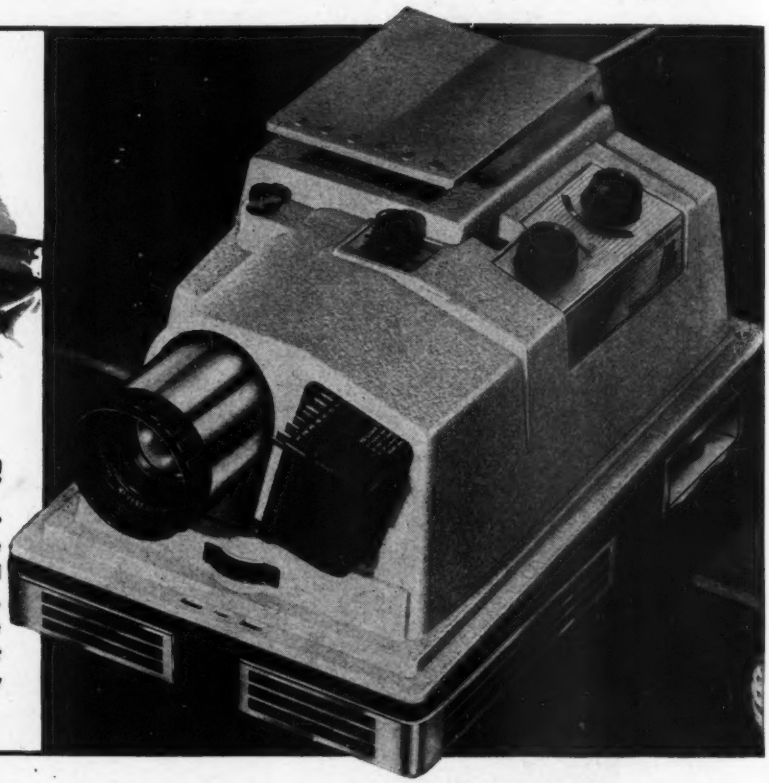
Polaroid Corporation
Dept. M-10 · Cambridge 39, Mass.

Please send me detailed information on the new Polaroid Transparency System.

NAME_____
PROFESSION OR POSITION_____
INSTITUTION OR COMPANY_____
ADDRESS_____
CITY_____ ZONE_____
STATE_____

Truly Automatic

no accessories to attach!



SELF CONTAINED!

Everything built-in! All the controls for truly automatic slide projection in one self-contained unit. No dangling attachments. Just insert the magazine, set the switch, press the button and sit back and enjoy your slide show from anywhere in the room.

Shows 35MM, Bantam, and 1½"x1½" Transparencies Intermixed!

Newest of Revere famous *self-contained* automatic slide projectors! Amazingly versatile. Accepts 35MM and bantam slides as well as reflex type 120 color transparencies cropped to 1½"x1½" slide format. Built-in Automatic Pre-Conditioning Slide Chamber reduces need of re-focusing cardboard mounts. Extra Condenser Lens for projecting large 1½"x1½" slides. Super-Coated Anastigmat Lens and advance optical system assures pin-point focusing and uniform illumination of slides. Built-in pointer. Special stereo slot; fade lever; 500 watt lamp; WOLLENSAK F/3.5 lens and a host of other Revere advantages.

Complete with self-contained carrying case in handsome Irish linen, viewing screen, extra condenser, cord and 7 Revere magazine trays, **$159.50**

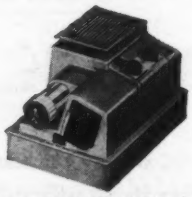
REVERE CAMERA COMPANY, CHICAGO 16, ILL.

NEW, TRUE AUTOMATIC

Revere "888-D"

DELUXE 2x2 SLIDE PROJECTOR

Revere "888" Automatic. Completely automatic. Shows 36 slides of all type mounts as slow or as fast as you like—without touching a finger to it. Skips or selects slides at will. Returns slides to file automatically. 500-watt illumination. F/3.5 WOLLENSAK lens. With linen-covered case, viewing screen and 7 Revere magazine trays $144.50



Revere "553"/"555" Auto-Magazine. A touch of your finger shows 36 slides of all type mounts, mixed... in sequence, skip-selected or reprojected. Returns slides to file automatically. Choice of 300-watt or 500-watt illumination. WOLLENSAK F/3.5 Coated lens. Case and 7 Revere magazine trays.
555—500-watts $89.50
553—300-watts 79.50

MODERN PHOTOGRAPHY (combined with Minicam) is published monthly by the Photography Publishing Corp., 33 West 60th Street, New York 23, N. Y. Reentered as Second Class matter at the Post Office at New York, under the Act of March 3, 1879; additional entry at Louisville, Kentucky. Yearly subscription price is $4.00 in U.S.A. and possessions, $4.50 in Canada, $6.00 in Pan-American Union and Philippines. Elsewhere, $8.00. Single Copies 35c; Canada 40c. Elsewhere, 75c. October, 1957, Vol. 21, No. 10.

Bell & Howell 35mm Eyemo Mod. 71Q Spider Turret!

Complete with 400' magazine
- Positive viewfinder
- Quick change lens mount

Complete with 50mm 2" f2.8 Eyemax lens

Sale Price 295.00

GOV'T ACQ. Cost $1195

These Cameras are in Like New condition, and receive the usual H-F guarantees. All Accessories Available for 35mm Eyemos
- Accessory Lenses
- 400' Magazine

Imported German Leather GADGET CASE!!

Cat. 2001
Size: 7 x 5½ x 4
Metal Edging
List 17.50

SPECIAL 13.85

Cat. 2003
Size: 10 x 7 x 4½
2 Removable Partitions
Outside Pocket
List 29.50 **SPECIAL 22.50**

AT LAST... GENUINE LEATHER Eveready Carrying Cases for Electronic Flash Units!

ULTRABLITZ Expert IV, Matador II, Jet, Rocket and Braun Automatic.

LIST 13.95 **Special 9.95**
- Specify gun you own -

FAMOUS GERMAN MADE BRAND NEW SCHIANSKY TRIPOD!

3 SECTION
Closes 24"
Opens 61"
List 24.75 **SPECIAL 8.95**

UNIPOD

Ideal for Steadying Your Camera!
For Stills or Movies!
Closed 22" — Extended 50"
Has Reversible Foreign and American Thread
Special 1.89
Add $.60 for Postage and Insurance

Fitted Compartment Combination Carrying Case

For: LEICA KINE EXAKTA • ROLLEIFLEX

Genuine Leather — Plush Lined
Hold a Complete Outfit!
Reg. 45.00 **Special 29.50**
Specify Camera When Ordering

IMPORTED SELF-TIMER SPECIAL 1.74

Screw in for Leica or regular cameras (specify). Complete with Carrying Case.

Fitted Compartment Combination Carrying Case

For: LEICA KINE EXAKTA • ROLLEIFLEX

Genuine Leather — Plush Lined
Hold a Complete Outfit!
Reg. 45.00 **Special 29.50**
Specify Camera When Ordering

Only 10% Down!

Trades Welcomed!

Unconditional Guarantee!

30 Day Free Trial!

Time Payments Arranged!

8x10 SALTZMAN ENLARGER Army Surplus

LIKE NEW! IN ORIGINAL CRATE!
- Coldlite Head
- Complete Control of Negatives and Distortion
- With Lens and All Accessories Original Value $3,700.

H-F SPECIAL **975.00**

BARDWELL McALLISTER LIGHT STAND

Heavy duty, all purpose telescopic stand! Double extension for 13-foot maximum height.

Two folding cross arms adjustable for height. Rugged all-steel construction. Ball bearing rubber castered legs fold for storage. Holds a whole battery of spots, floods. Complete with three FLUORESCENT LIGHT HEADS as shown.

Government cost over $300.

SPECIAL 69.50!

NEW! Anti-Static Tuch Cloth!

Use it to wipe your slides.
Use it to wipe water spots off film.
WILL NOT SCRATCH!
Ideal for All Dust Problems on your camera ... in your darkroom.

Special 1.25 ADD 10¢ FOR POSTAGE

SPECIAL La Belle PAL 35mm CAMERA OUTFIT!
- WOLLENSAK f4.5 COATED LENS
- BUILT-IN FLASH

COMPLETE WITH EVEREADY CASE AND FLASH GUN

List 42.95 **SPECIAL 19.95**

NOW... 6 Famous DeLuxe KINEGON 9-Section Elevator POCKET TRIPOD!!

With DeLuxe All Angle Pan Head... Rack and Pinion Crank Handle

List 22.50 **SPECIAL 9.89**
FREE LEATHER CARRYING CASE
RUSH YOUR ORDER

SAVE 50% Imported Special Highest Quality "WARREN" 8mm MOVIE LENS

Standard D Mount — Built-in Filter Holder
6.5mm f1.9 Wide Angle
Angle of Field 54° • Stops to f16

List 39.95 **Special 19.95**
38mm f1.9 FOCUSING TELEPHOTO
Focus 3' to INF
List 39.95 **Special 19.95**
38mm f2.8 TELEPHOTO LENS
List 26.95 **Special 13.95**

LATEST MODEL KINE EXAKTA VX

With Your Choice
SCHNEIDER-XENON f1.9
or
BIOTAR f2
Automatic Diaphragm
Prism Finder
BRAND NEW!

239.50

THE AMAZING ELECTRONIC FLASH! DORMITZER ZEPHYR 260

The only pocket-size speedlight with full light output ... NO DRY CELL COSTS — 5 YR. BATTERY WARRANTY. Standard Mounting Fittings and Cable Receptacles.

Features:
- Pocket size — Only 5⅞x2¼x5⅝" High
- Lifetime "Dynasoal" Battery (Guaranteed 5 Years)
- More Light Output — Miracle Prism reflector plus full 60 Watt seconds, 2650 lumen seconds at every flash, first to last.
- No Storage Losses—Batteries and unit may be stored indefinitely without attention.

Special H-F Price
List 104.50 **64.50**
Zephyr Accessories Available

WORLD HEADQUARTERS FOR THE FAMOUS INTERNATIONAL RETINA!

BRAND NEW RETINA IIIC
List 165.00 SPECIAL **109.50**
BRAND NEW RETINA IIC
List 125.00 SPECIAL **82.50**
BRAND NEW RETINA 35mm Curtar f5.6 Wide Angle Lens
List 55.00 SPECIAL **37.50**
BRAND NEW RETINA 80mm Longar f.4 Telephoto Lens
List 75.00 SPECIAL **51.50**
BRAND NEW RETINA CARRYING CASE
List 13.50 SPECIAL **7.95**

WARREN COMBINATION CAMERA GRIP CABLE RELEASE!

A practical holding device for Cine and Still Cameras that gives safety and steady jerk-proof release. Adjustable to any operation. Complete with wrist strap and cable release.

LIST 5.95 **Special 4.50**

haber & fink

your best move...

"everything photographic"

Buy With Confidence

40 x 40 RADIANT SCREEN

With Vyna-flect mildew-proof Crystal Beaded Cloth. will outlast other screens at the same price. List 18.95

HF Special 10.95
Approx. parcel post 1.00

SPECIAL! SPECIAL! FAIRCHILD AERIAL CAMERA MODEL F56 Complete with
- 20" Bausch & Lomb f5.6 Lens
- Spare Magazine
- 3 Filters
- Frame and Lens Cover

FREE CARRYING CASE
Only 97.50

5 x 7 Graflex Cut Magazines and Adapter Back to use Cut Film . . . Special 50.00

World Famous "WARREN" IMPORTED PRISM BINOCULARS!

These are the highest quality Japanese Binoculars that are available ... and at such LOW LOW PRICES!

6 x 30	13.49
8 x 30	14.49
7 x 35	18.49
7 x 50	19.49
10 x 50	24.49
16 x 50	25.49
20 x 50	29.49

Add 10% F.E.T.

FREE!!
LEATHER CARRYING CASE AND STRAPS WITH EACH PAIR.

Don't Delay!

Above Binoculars are Ind. Focus .. Should You Want CF — Add $1.00 plus 10% F.E.T.

EXCEPTIONAL VALUE! 20" BAUSCH & LOMB TELEPHOTO ANASTIGMAT LENS f5.6!

One of the finest of its type. Gives an image two to three times that of the ordinary lens from the same viewpoint. Perfect for high speed photography!

Special 79.50
Formerly 375.00

Army Surplus Fitted Black Fiber Stiff Case!
- Fixed Individual Compartments ... 9½x5½, 10x3 etc.
- Leather Pockets to Hold Accessories on Cover
- Brass Lock with Key
- Carrying Handle
- Measures 19x12½x5½

Special Purchase Price 9.95
Add $1.00 for Postage

KAGRA REMOTE CONTROL EXTENSION UNIT!

Get close to your subject from a distance of over 30 feet!

For self portraits, too! And it's just the thing for taking pictures of baby at play. Fits all types of shutters, and includes 34 feet of cord, rubber bulb and leather case.

List 19.95 **SPECIAL 6.95**

SAVE 40%... GENUINE ZEISS PRISM FINDERS for PRAKTIKA FX and Similar Cameras

List 19.95 **Special 11.97**

EXAKTA PRISM FINDERS Special 19.95
Complete with Range Finder Glass, Ground Glass and Leather Case

"WARREN" 4-LITE LIGHT BAR

COMPLETE WITH 4 GE BULBS!
- Folding — Compact
- All Metal
- Pistol Grip
- UL Approved

FREE! Metal Carrying Case

SPECIAL 12.49

BRAND NEW AMPRO PREMIER 10 16mm SOUND-ON-FILM PROJECTORS!

Navy Surplus — Model XAMN10
- 1000 Watt Projection Bulb
- Complete with Projector Carrying Case and Speaker with Case
- 15mm Wide Angle Projection Lens • 1600' Capacity

Govt. Cost 895.00 **SPECIAL 99.50**

4x5 EKTACHROME CUT FILM!

Dated March 1957
Artificial Light
List 8.00 **SPECIAL 2.50**
per 10-sheet box

AUTOMATIC 35mm PROJECTOR! 50% OFF!

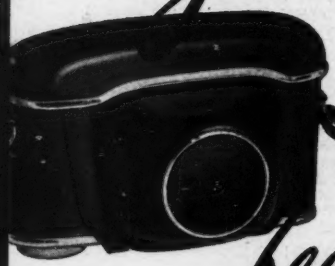
Lowest Price Ever... Famous Make "Midway" 300 Slide Projector. WITH AIREQUIPT CHANGER and Luggage Type Carrying Case.
- All Die Cast Construction • 300 Watt Illumination
- Smooth Rack and Pinion Focusing
- 3" f3.5 Coated Lens • Blower Cooled

List 68.50 **SPECIAL 33.25**

HABER & FINK, INC.
12 WARREN STREET, NEW YORK 7, N.Y.
TELEPHONE BArclay 7-5800

Send me _____ DEPT. M 25
Amount _____ Include Postage
I want to trade _____
name _____
address _____
city _____ zone _____
state _____ 10% Deposit On All C.O.D.'s

Your next camera...



Ricoh "Five Hundred" because...

cameras selling for three times Ricoh's price have . . .

. . . Automatic Operation, but . . .

Ricoh has "Triggermatic" Single Stroke action for **SUPER SPEED!**

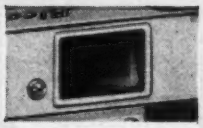
ome have Easy Focusing, but . . .

Ricoh has Duo-Lever Focusing for **SUPER EASE!**

few have a Light Value Shutter, but . . .

Ricoh has new Seikosha MXL for **SUPER ACCURACY!**

ome have Single Window Viewing/Focusing, but . . .



Ricoh has Big-Window Viewing/Focusing for **SUPER BRIGHTNESS!**

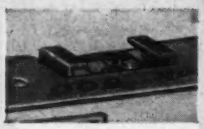
nany have Needle Sharp Lenses, but . . .

Ricoh has 5-element coated f2.8 45mm Ricomat Lens for **SUPER SHARPNESS!**

ome have Rapid Rewind, but . . .

Ricoh has Fold-Away extra-large-radius Crank for **SUPER EFFICIENCY!**

couple have MFX Flash Synch, but . . .



Ricoh has Built-In Wireless MFX Clip-On Flash Contact for **SUPER CONVENIENCE!**

...and only

RICOH *Five Hundred*

combines <u>all</u> these features at a price
that makes it the year's **SUPER VALUE**

...a mere **$69.95**

"Triggermatic" Action takes pictures as fast as you can say...

Pull...Click...

Pull...Click...

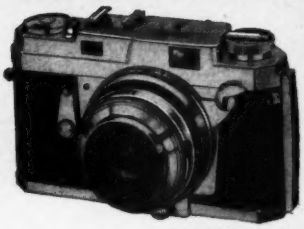
Pull...Click...

Plush-lined, genuine leather case with detachable hood, **$10.**

Write for free illustrated folder: **RIKEN OPTICAL INDUSTRIES, Ltd., 521 Fifth Avenue, New York 17, N. Y.**

JUST ARRIVED!
The Brand New

KONICA III



Packed with more quality than ever before, more features than you would think possible in the under-$300. price-range!

These most desirable advantages include:

- Automatic Rapid Film Advance, located on the **front of camera** for fast eye-level operation. Cocks shutter, advances film while counting exposures, **all in full view!**
- Single-glance indicator pin-points diaphragm and shutter stops at one index point.
- Built-in self-timer, operating at any shutter speed with a full ten-second delay.
- Crank-fitted rewind knob for satin-smooth winding at all times.
- 48mm f/2.0 Hexanon lens, makes even indoor color shots without flash possible.

FLASH! Konica III now has new Light Value Shutter!

Send for free illustrated brochure!

ORDER TODAY FROM D. F. A.

Immediate shipment **postage free!**

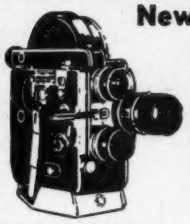
At just $124.75 OR only

$12.47 DOWN

Dowling's

175 Fifth Avenue
NEW YORK 10, N. Y.

New 1957 Revolutionary Bolex H-16 Reflex . . .



Now — more than ever — it pays to start with the best! DOWLING'S is privileged to offer the new BOLEX H-16 REFLEX—the finest 16mm camera available today. **Write us today** for **free** brochure with the complete story of this masterpiece of camera design! A Free copy of the latest BOLEX REPORTER magazine also is yours for the asking.

Bolex C-8 with Lytar f/2.5 lens	$89.95 Cash or $8.95 Down
Bolex C-8 with Lytar f/1.9 lens	119.95 Cash or 11.95 Down
Bolex B-8 with Yvar f/2.5 lens	119.50 Cash or 11.95 Down
Bolex B-8 with Yvar f/1.9 lens	159.50 Cash or 15.95 Down
Bolex H-8 Leader with Lytar f/1.9 lens	269.50 Cash or 26.95 Down
Bolex H-8 De Luxe with Lytar f/1.9 lens	370.00 Cash or 37.00 Down
Bolex H-8 De Luxe with Switar f/1.5 lens	432.50 Cash or 43.25 Down
Bolex H-16 Leader with Lytar f/1.9 lens	269.50 Cash or 26.95 Down
Bolex H-16 Reflex with Lytar f/1.9 lens	419.50 Cash or 41.95 Down
Bolex H-16 Reflex with Pizar f/1.5 lens	482.50 Cash or 48.25 Down
Bolex H-16 Reflex with Switar f/1.4 lens	535.50 Cash or 53.55 Down
Pan Cinor Zoom lens Model 70 f/2.4	369.50 Cash or 36.95 Down
Pan Cinor Zoom lens Model 100 f/3.4	439.00 Cash or 43.95 Down
Bolex Electric Camera Drive	89.50 Cash or 8.95 Down
Bolex Tripod	78.50 Cash or 7.85 Down
Bolex Combination G8-16 Projector	339.50 Cash or 33.95 Down
Bolex M8 Projector with case	169.50 Cash or 16.95 Down
Bolex Titler and Special Effects Kit (16mm)	299.50 Cash or 29.95 Down
Bolex Titler and Special Effects Kit (8mm)	99.50 Cash or 9.95 Down
Bolex M-8 Synchromat	89.50 Cash or 8.95 Down

Trade up to a new 1957 BOLEX. Your present equipment can serve as down payment. Write us for allowance or send your equipment to us, without obligation.

© Dowling's Fifth Avenue, Inc. 1957

UHLER CINE PRINTERS

Just announced—a brand new 8 & 16mm Cine Printer by UHLER. Make copies of your own film in minutes, save almost ¾ of the cost of commercially made copies! This new UHLER Precision Cine Printer handles color and black & white, sound and silent film, prints 100 feet in only 5 minutes. Capacity is 400 feet on both feed and take-up arms. Separate rheostats with 10 light settings give complete exposure control for picture and sound track, together or separately. Newly designed aperture and precision sprocket protect your original film, assure smooth, even transport. Easy to use, this new UHLER Cine Printer soon pays for itself. Only **$195.00 Cash or $19.50 Down.**

UHLER Combination Continuous Printer

A high-precision printer for professional and commercial users, as well as amateur perfectionists, who demand utmost efficiency and dependable performance. Specifications: 1200 foot capacity • printing speed to 1600 feet per hour • Oilite ball bearings • perfect frame line registration • Dual semi-automatic light control, changes as film passes • color filter holder • highly polished aperture • air cooled lamps. Price **$775.00 Cash or $77.50 Down.**

Other famous UHLER Precision Cine Printers

Combination 35mm Continuous Printer, sound and silent (Capacity 1200' feed and take-up discs) . . **$1145.00 Cash or $114.50 Down**

Reduction and Enlarging Printer for 8mm and 16mm film (Capacity 1200') . . . . . **$1056.88 Cash or $105.68 Down**

DOWLING'S Fifth Avenue can ship your order anywhere in the world!

New 1957 CONTAFLEX

Perfection in camera design—that describes the four models of the 1957 Zeiss CONTAFLEX. Here are some of the reasons:

- **Single-lens reflex system—free from parallax**
- **Life-size, brilliant viewfinder**
- **Split-image rangefinder PLUS ground glass focusing as part of viewfinder**
- **Fully automatic diaphragm—lens is always wide open for focusing**
- **Famous Zeiss Tessar f/2.8 lens**
- **Built-in photo-electric exposure meter on models II and IV**
- **Interchangeable lens components on models III and IV**

CONTAFLEX I	$153.00 Cash or $15.30 Down
CONTAFLEX II (built-in meter)	176.00 Cash or 17.60 Down
CONTAFLEX III (interchangeable lens)	176.00 Cash or 17.60 Down
CONTAFLEX IV (interchangeable lens plus meter)	199.00 Cash or 19.90 Down
Pro Tessar 35mm f/4.0 lens for models III and IV	89.50 Cash or 8.95 Down
Pro Tessar 85mm f/4.0 lens for models III and IV	99.50 Cash or 9.95 Down

DOWLING's also offers proudly the incomparable CONTAX—finest camera bearing the ZEISS name. With its all-metal focal plane shutter to 1/1250 second and complete battery of lenses from 21mm wide angle to 135mm telephoto, the 1957 CONTAX masters any assignment! CONTAX IIa with Sonnar f/2.0 lens **$298.00 Cash or $29.80 Down;** with Sonnar f/1.5 lens **$318.00 Cash or $31.80 Down.** CONTAX IIIa (built-in meter) **$30.00** additional. Write us today for complete, FREE Contax brochure!

SAVE MONEY!

Get the *right* equipment from the start—at DOWLING'S! No substitutions, no "switching." Everything we advertise is *brand new*. You can buy with confidence from DOWLING'S Fifth Avenue!

YOUR TRADE-IN CAN SERVE AS DOWN PAYMENT — EASY TERMS ON BALANCE!

You Can Order *Anything* Photographic From Dowling's!

Dowling's FIFTH AVENUE

We proudly present the new—ALL NEW—matchless PENTRON Tape Recorders

Years ahead in design and performance, the new pentron recorders offer the ultimate in finest quality sound reproduction. And their operation is simpler than ever, thanks to the wonderful new single rotary control for play, record, fast forward and rewind!

Aristocrat Model NL-3. A magnificent instrument with response of 40-15,000 cps * illuminated VU meter * four speakers * up to 10W peak output * automatic braking * two speeds * double LC cross-over network, plus a host of other exclusive features. Designed (but not reserved) for the connoisseur. Regularly $269.95.

At Dowling's only **$209.50 Cash or $20.50 Down.**

Champion Model NL-2. Enjoy truly professional response with this superb new recorder! Features include interlock button * two speakers * Magic eye indicator * response to 13,000 cps * two speeds * automatic braking. Regularly $209.95.

At Dowling's only **$169.50 Cash or $16.50 Down.**

Mercury Model NL-1. Unsurpassed for quality and value. For those who appreciate truly fine sound reproduction. Never before available at this low price. Regularly $149.95.

At Dowling's only **$124.50 Cash or $12.50 Down.**

All these fabulous new PENTRON Tape Recorders are available in Stereo models for thrilling life-like, three-dimensional sound! Only $30.00 (just $3.00 Down!) additional.

Write DOWLING'S Fifth Avenue **today** for details of the new, ALL NEW PENTRONS!

New 1957 Exakta II-A

Latest version of the original single lens reflex and finest ever—don't confuse with older models! With improved Rangefinder Penta Prism and choice of Fully Automatic lenses: Westanar f/2.8 **$299.60 Cash or $29.96 Down;** Tessar f/2.8 **$333.00 Cash or $33.30 Down;** Biotar f/2.0 or Xenon f/1.9 lens **$399.00 Cash or $39.90 Down.**

Superb New 1957 Leica M-3!

Leica M-3 with Elmar f/3.5 lens **$363.00 Cash or $36.30 Down;** with Summicron f/2.0 lens **$456.00 Cash or $45.60 Down;** with New Dual Range Summicron f/2.0 and Optical Viewing Unit **$495.00 Cash or $49.50 Down;** with Summarit f/1.5 **$495.00 Cash or $49.50 Down.** New "RF" Summaron f/3.5 lens with Viewing Unit **$139.50 Cash or $13.95 Down.**

1957 1000F HASSELBLAD

Single lens 2¼ x 2¼ Reflex by Swedish master craftsmen. Synchro shutter to 1/1000 second, Tessar f/2.8 pre-set lens, interchangeable film magazine and lenses plus a host of accessories give the HASSELBLAD unusual distinction and versatility. Price **$379.50 Cash or $37.95 Down.** Write for free booklet!

New 1957 ROLLEIS!

Rolleicord Va with Xenar f/3.5 **$124.55 Cash or $12.45 Down;** Rolleiflex 3.5G **$232.50 Cash or $23.25 Down;** with built-in exposure meter **$272.50 Cash or $27.25 Down.** Rolleiflex 2.8E **$291.50 Cash or $29.15 Down;** with built-in meter **$331.50 Cash or $33.15 Down.**

A NEW AURICON 16mm Sound Camera

Thousands of newsreel cameramen, TV stations, schools and other film producers have proved the superb quality and versatility of the AURICON Cine Voice camera. Now—finer than ever—the CINE VOICE II offers you the means for really great, exciting 16mm movies.

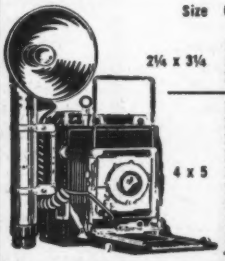
- **Single system recording of picture and optical sound together**
- **Synchronous operation for picture only —for double system sound**
- **Quick conversion to single system picture and magnetic sound on pre-stripped film with FILMAGNETIC.**

Auricon Cine Voice II outfit	$795.00 Cash or $79.50 Down
Auricon Cine Voice II with Professional 3-lens turret	943.00 Cash or 94.30 Down
Auricon Pro 600 camera head	1165.00 Cash or 116.50 Down
Auricon Super 1200 outfit	4652.15 Cash or 465.21 Down
Auricon Filmagnetic, installed on any new model	870.00 Cash or 87.00 Down

Specially priced, complete Auricon Pro 600 outfits available. Write us for details on all models. Order your Auricon equipment **today** direct from DOWLING'S Fifth Avenue—shipping and insurance FREE!

1957 *Pacemaker* GRAPHIC OUTFITS

All brand new, latest models, with factory guarantee! Includes Graflok back * Ektalite screen * **new** Graphic multifocus coupled rangefinder with Rangelite and automatic parallax viewfinder * **new** full image wire finder * Graflite 3 cell flash gun * deluxe case * film pack adapter or rollfilm holder * 6 cut film holders * adapter ring * lens shade * 4 filters. Prices below include **all** this extra equipment! Easy payments available!



Size	Coated lens in shutter	Speed Graphic	Crown Graphic
2¼ x 3¼	101mm Ektar f/4.5 (1/800 sec.)	$355.	$315.
	105mm Xenar f/3.5	310.	299.
	105mm Tessar f/3.5	315.	293.
4 x 5	135mm Xenar f/4.7	315.	293.
	135mm Optar f/4.7	386.	335.
	127mm Ektar f/4.7	386.	335.
	135mm Tessar f/4.5	365.	315.
	135mm Xenotar f/3.5	419.	390.
	150mm Xenar f/4.5	365.	315.
	150mm Xenotar f/2.8	525.	492.
	152mm Ektar f/4.5	405.	354.
	152mm Golden Dagor f/6.8	405.	354.

New Graphic rangefinder is made only for 4 x 5 cameras. 2¼ x 3¼ outfits are supplied with Kalart coupled rangefinder.

Dowlings 175 FIFTH AVENUE, NEW YORK 10, N. Y.
in a N. Y. Landmark, the Flatiron Bldg. at 23rd St.
Mail Order Showroom, Suite 2000. Tel.: ORegon 4-7900

AIR MAIL TODAY!

M-1057

Please ship the following immediately:_____

Enclosed is $_____

☐ Down Payment ☐ Complete Payment.

I agree to pay $_____ monthly for _____ months until merchandise is paid for.

I wish to trade in:_____

☐ Give me tentative allowance by mail.
☐ I am shipping equipment for exact allowance.

Your trade-in may be used as down payment! It will be returned at D.F.A.'s expense if you don't accept our top offer.

☐ Send FREE literature on_____
☐ Send FREE 1957 Catalog.
☐ Send pamphlet on "Deferred Payments."

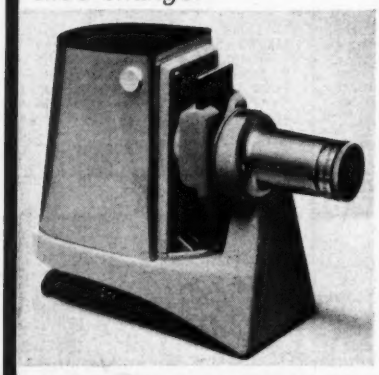
Name_____
Telephone No._____
Address_____
City or Town_____ State_____

now your slides **stay** in focus...

Leitz

PRADO SM

with the new "anti-pop" slide changer



This is the latest in the famous Leitz line of PRADO slide projectors. Complementing its modern and functional design is its unique operational feature, an ingenious "anti-pop" device that puts an end to in-and-out-of-focus slide shows. This new device prevents that annoying "popping" of cardboard-mounted transparencies, which means simply: *focus once for a continuous slide showing!*

The PRADO SM accommodates all types of 2x2 slide mounts. It is blower and heat-filter cooled, powered at 300 watts, and equipped with high-output aspheric condensers for brilliant screen images. Available with a choice of interchangeable lenses: 85mm, 100mm, or 120mm Hektor f/2.5, coated precision optics specially designed for color projection. The handsome carrying case supplied with the "SM" accommodates projector and accessories.

For more information, see your Franchised Leica Dealer, or write:

SM Department

E. LEITZ, INC.

468 FOURTH AVENUE, NEW YORK 16, N. Y.

19387

modern PHOTOGRAPHY

OCTOBER 1957, VOL. 21, NO. 10

ARTICLES

EDITORIAL: *Why a lens issue?* 56

AN EXPERT PREVIEWS TOMORROW'S LENSES ..... by Dr. Frank G. Back 58

THE TRUTH ABOUT SUPERSPEED LENSES: *A complete survey of the fastest lenses available for 35mm* 62

WIDE-ANGLE: MOST IMPORTANT LENS? ..... by Patricia Caulfield 66

THE AMAZING TELE LENS OF DR. WETH: *Four focal lengths in one* ..... by Dorothy C. Jackson 70

WIDEST, LONGEST, FASTEST LENSES: *How to use them for "different" color pictures* ..... by Jacquelyn Balish 72

EXTEND THE RANGE OF YOUR FIXED LENS CAMERA: *Supplementary tools for 35mm and 2¼ twin-lens reflex cameras*

- WIDE-ANGLE: THE BROAD VIEW 76
- TELEPHOTO: THE LARGE IMAGE 78
- CLOSE-UP: THE PIN POINT 80

I KEEP LENS TESTS SIMPLE ..... by Alfred Eisenstaedt 82

MY TESTS ARE PRECISE ..... by Andreas Feininger 83

MODERN'S 1957 LIST OF INTERCHANGEABLE LENSES ..... compiled by Norman Rothschild 84

1/500, F/3.5 AT NIGHT! MODERN *tests 120 roll film, Royal-X Pan* ..... by Herbert Keppler 86

OLYMPUS WIDE-S FEATURES BROAD (64°) VIEW, FAST LENS ..... by John Wolbarst 99

MOVIES

ELECTRIC EYE 8MM: *Does the new Bell & Howell really make better movies?* ..... by Herbert Keppler 94

KINOPTIC APOCHROMAT MOVIE LENSES: ARE THEY WORTH IT? 96

THE MOVIE MAKER: *How to choose accessory lenses for 8mm and 16mm movie cameras* ..... by Myron A. Matzkin 106

DEPARTMENTS

COFFEE BREAK WITH THE EDITORS 12

LETTERS TO THE EDITOR 17

NEW PHOTO BOOKS 23

WAYS AND MEANS: *Lens testing: a professional repairman gives some advice* ..... by Arthur Rothstein 26

THE LARGE CAMERA: *How to choose the best lens for the large camera* ..... by Andreas Feininger 30

MODERN COLOR: *Here's a list of color filters, and the application for each* ..... by Norman Rothschild 34

NEW PRODUCTS 40

SALON CALENDAR 54

MONTHLY CONTEST 88

DISCOVERY NO. 28: IRVING DOLIN ..... by Patricia Caulfield 90

35MM: *What is a "normal" lens for 35mm cameras?* ..... by John Wolbarst 102

WHAT'S AHEAD? *There's a need for redefining optical terms* ..... by Lloyd E. Varden 110

PICTURES IN A MINUTE: *Caring for Polaroid prints out-of-doors* ..... by John Wolbarst 112

THE CAMERA CLUBS: *Is novelty necessary to successful programming?* ..... by Mabel Scacheri 118

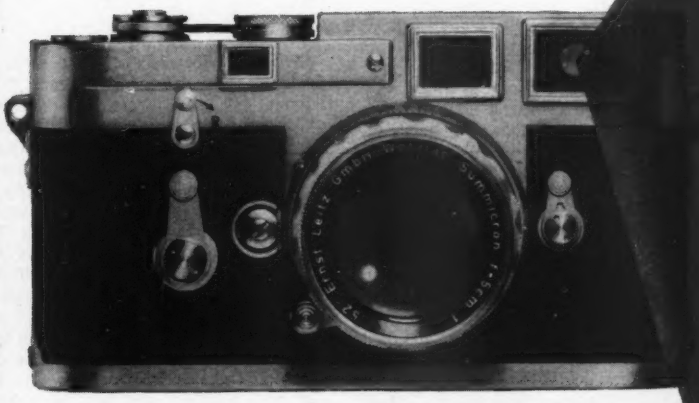
AUGUSTUS WOLFMAN, Ed.-in-Chief
JACQUELYN BALISH, Editor
HERBERT KEPPLER, Exec. Editor
DOROTHY C. JACKSON, Manag. Ed.
MYRON A. MATZKIN, Assoc. Ed.
JOHN WOLBARST, Consult. Ed.
MARJORIE THOMPSON, Assist. Ed.
PATRICIA CAULFIELD, Assist. Ed.
RITA QUINTAS, Edtl. Assist.
• • •
ERNEST G. SCARFONE, Art Dir.
JOEL PETROWER, Art Assist.
EVERETT GELLERT, Publisher
MARTIN E. SIEGEL, Business Mgr.
ROBERT DORIN, Dir. of Advtg.
MILTON ASTROFF, Advtg. Mgr.
MILTON GORBULEW, Circ. Mgr.
FAY TRAVERS, Production Dir.

Copyright © 1957, Photography Publishing Corp., 33 West 60 St., New York 23, N. Y. Phone: PLaza 7-3700. Chicago office: 333 N. Michigan Blvd., Chicago, Ill. Phone: ANdover 3-7132, 7133. California office: 5710 Wilshire Blvd., Los Angeles 36, Calif. Phone: WEbster 8-3881. Yearly subscription, $4.00 in U.S.A. and possessions, $4.50 in Canada, $6.00 in Pan-American Union and Philippines. Elsewhere, $8.00. Single copies, 35c, Canada, 40c, elsewhere, 75c. Editorial contributions must be accompanied by return postage and will be handled with reasonable care; however, the publisher assumes no responsibility for return of unsolicited photographs or manuscripts.

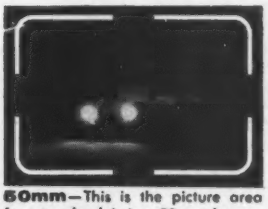
ABC

Leica M-3

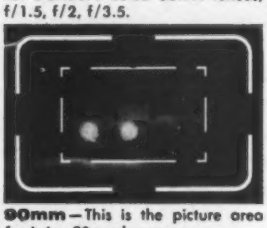
ONE FINDER, AUTOMATIC FOR FOUR FOCAL LENGTHS...



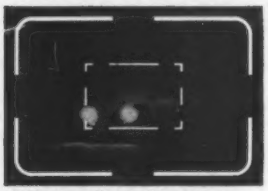
35mm—This field appears when the Leica wide-angle lens, the RF Summaron f/3.5, is attached.



50mm—This is the picture area for standard Leica 50mm lenses, f/1.5, f/2, f/3.5.



90mm—This is the picture area for Leica 90mm lenses.



135mm—This is the picture area for Leica 135mm lenses.

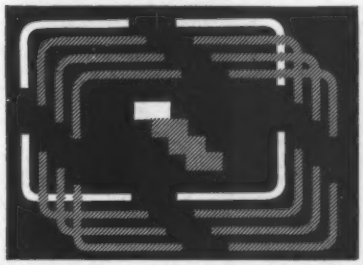
...WITH AUTOMATIC PARALLAX COMPENSATION!

Every camera enthusiast knows the big feature of the LEICA M-3: the life-size, ranging-vision viewfinder with its automatic changing of bright-line frames. But did you know that this ingenious finder also compensates for parallax* automatically?

With any of the superb bayonet-mount Leica lenses, the LEICA M-3 gives you the correctly outlined image on film—at any distance. And now, by simply inserting the new Leica RF Summaron 35mm lens, you have the same ranging-vision finder for wide-angle viewing. Even in dim light, as in the nighttime racing scene above, the M-3 gives you a brilliant view, with an extra-bright ranging field in the center of the viewfinder for rapid and accurate focusing, and an outlining frame as bright as if it were lit up.

You can "preview" the picture, too. By simply pressing the Frame Selector lever, you can decide whether to use the 50mm, 90mm or 135mm lens, without actually changing lenses.

Remember, this unique viewfinder is only one of the many exclusive features of the very advanced LEICA M-3—a camera designed for the contemporary photographer but crafted with the precision and durability that is synonymous with the LEICA tradition.



*Viewfinder frames move continuously to compensate for parallax at any distance from the subject.

For special LEICA M-3 brochure write Dept. 206

Leica

E. LEITZ, INC., 468 FOURTH AVENUE, NEW YORK 16, N. Y.
Distributors of the world-famous products of Ernst Leitz G. m. b. H., Wetzlar, Germany—Ernst Leitz Canada Ltd.
LENSES · CAMERAS · MICROSCOPES · BINOCULARS

20657

KALIGAR GUARANTEES

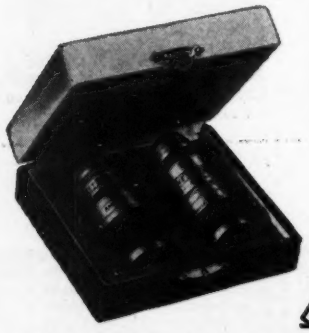
Better Wide Angle and Telephoto Pictures!

HIGHER QUALITY at LOWER PRICES

AUXILIARY LENSES FOR 35mm, POLAROID & REFLEX

Tele. or W.A. for Argus C2-C3	$16.50
Tele. or W.A. for Argus C4	16.50
Tele. or W.A. for Reflex (bay. mts.)	19.95
Tele. or W.A. for Series V	15.00
Tele. or W.A. for Series VI	18.50

With Leather Case



FOR MOVIE CAMERAS

For 8mm (Std. "D" mount)

1½" f:3.5 Tele., f.f.	$11.95
1½" f:3.5 Tele., focusing*	15.95
1½" f:2.9 Tele., focusing	19.95
1½" f:1.9 Tele., focusing*	29.95
1½" f:1.4 Tele., focusing*	42.50
TW19 Set (1½" focusing and 6.5mm f:1.9 f.f. and 2 haze filters)	69.90
7mm f:2.5 W.A., f.f.	24.95
6.5mm f:1.9 W.A. f.f.*	34.95
7.5mm f:1.4 W.A. focusing*	59.95

*Also for Bell & Howell

For 16mm (Std. "C" mount)

3" f3.2 Tele., focusing	$29.95
3" f:1.8 Tele., focusing	59.95
17mm f:2.3 W.A. focusing	44.50

With Gift Box

For literature, write Dept. ML710

Kalimar Inc.

1909 So. Kinashighway St. Louis 10, Mo.

Coffee Break
WITH THE EDITORS

THIS MONTH'S COVER • • •

. . . Or shall we call it nine ways to photograph a girl? While model Olga Nicholas is extremely pleasant to look at with or without a lens, the cover is an example of the tremendous variety of modern lenses. Lenses used for the cover range from a 21mm wide-angle to a 200mm telephoto. To shoot the cover, photographer Dick Isaacs of Dirone Photography used an 8 x 10 Deardorff equipped with a 14-in. Ektar lens. Each of the photographed lenses was mounted on a board and inserted one at a time into a stationary slot. Miss Nicholas posed behind the lenses and Isaacs photographed the image projected to the front of each lens on daylight Ektachrome. Electronic flash furnished the diffused light on the lens barrels and direct light on Miss Nicholas.

THE TRUTH ABOUT STRAPS • • •

For years whenever the pros talked about equipment, sooner or later the talk involved neckstraps. They are usually an inadequate strip of leather or chain of metal which attach to the camera, and whose hooks come loose and drop your new camera on the cement. They are always getting tangled and you can never really trust them. The pro never carries his camera in its everready case. He keeps it caseless but ready.

So when the talk got to neckstraps, there was someone in the group who had talked to someone who had seen someone who had seen the ultimate in neckstraps.

MAYNARD FRANK WOLFE
The Schwalberg strap in action. . .

The Schwalberg Strap was usually given by photographer Bob Schwalberg to his friends. The straps were made on special order from him, from his design, in small lots of four or five at a time.

The two-piece strap is heavy, adjustable, and made of leather. It attaches to the camera body by means of rings and thus eliminates the danger of the usual small hook breaking or working open and dropping your camera. One end of the strap is only six inches long. It attaches to a luggage hook that passes through a ring. This arrangement allows you to carry your camera over your shoulder under your coat. But you can remove your camera *without* removing your coat.

Friend George Ward, who had been given a Schwalberg Strap, was constantly harrassed by people who saw his and wanted one for themselves. George's wife needed a fund-raising project for her neighbors and herself to raise money for local "charities" in Denver. So in the garage of the Ward home, the Schwalberg Strap was prepared for the masses. It did so well that it's now a strictly profit-making operation. It's a great strap, so see and use this myth yourself. Send $2.65 (includes postage) to George Ward, the Schwalberg Strapateer, 1355 South Ivanhoe Way, Denver, Colorado.

THE TENOR OF THINGS • • •

Ramon Vinay
Metropolitan Opera Association
New York, N. Y.
Dear Mr. Vinay:

We've enjoyed your tenor voice many times on records and so were overjoyed to listen to you being interviewed over the radio recently. We were particularly impressed to find that photography is your hobby, since listening to music is *our* hobby. However, you did advise people to stay away from photography. "Very expensive hobby," you explained.

We sympathize with you, but hope to sell one or two of our cameras soon to afford a ticket or two to hear you sing at the Met. Most good things are apt to be expensive, alas.

Sincerely,
THE EDITORS

DEFECTION IN THE RANKS • • •

We spent a cheerful heel-cooling morning recently at the spacious Glen Cove, Long Island, factory of Zoomar, Inc., where lenses are made for the United States Government and sundry near-millionaires who can afford the best optics in the world. Within, Zoomar President Frank G. Back, one of the world's leading authorities

(Continued on page 16)

Want to bring distant subjects closer?

The tele attachment lens for Models I and II or the tele component lens for III and IV will do it.

Want to cover a broad field from a short distance?

The wide-angle component lens for Models III and IV will give you a coverage of 60°.

Want pictures of small objects?

Proxar slip-on lenses that fit any Contaflex will let you take close-ups from 39 inches down to only 6 inches with the camera hand held.

4 MODELS

Contaflex I with Zeiss Tessar f/2.8 45mm lens, $153.

Contaflex II, like Model I but with built-in exposure meter, $176.

Contaflex III. Has convertible Zeiss Tessar f/2.8 50mm lens whose front element is quickly interchangeable with an 85mm f/4 tele or a 35mm f/4 wide-angle component lens, $176.

Contaflex IV, like Model III but with built-in exposure meter, $199.

ZEISS IKON

A sensation from the start! And today the swing to Contaflex is greater than ever. The reason is simple. Contaflex offers a unique combination of features never before available in a 35mm camera. Features that bring greater pleasure and finer accomplishment to photography.

You sight and focus right through the lens at full f/2.8 aperture. This gives you a BIG, brilliant and unreversed view which covers exactly the area that will appear in the picture. YOU ARE FREE FROM ALL PARALLAX PROBLEMS. Automatic diaphragm closes down to pre-set stop when you release the shutter.

Super Sharp Focusing under all conditions

As you sight through the view-finder, you see the rangefinder and the ground-glass ring. You can focus with either, or both simultaneously, insuring critically sharp negatives for any type of subject. For fast sport shots, the rangefinder is ideal; on complicated backgrounds and for close-ups the ground-glass ring comes to your aid.

Every Contaflex model has the fast color-corrected Zeiss Tessar f/2.8 lens, capable of meeting an extremely wide range of light conditions. Synchro Compur MXV shutter to 1/500.

Permits the use of quick-change WIDE-ANGLE and TELEPHOTO component lenses; also inexpensive Proxar supplementary lenses for close-ups down to 6". And with the Steritar attachment you can take three-dimensional pictures without changing film. Truly a camera of exceptional scope!

At leading dealers. Write for Contaflex booklet.

CARL ZEISS, INC., 485 FIFTH AVENUE, NEW YORK 17

Announcing another Bell & Howell first...

A camera that uses the energy of

New 8mm Electric Eye model sets its own lens automatically, instantly and continuously —correctly exposes every foot of film!

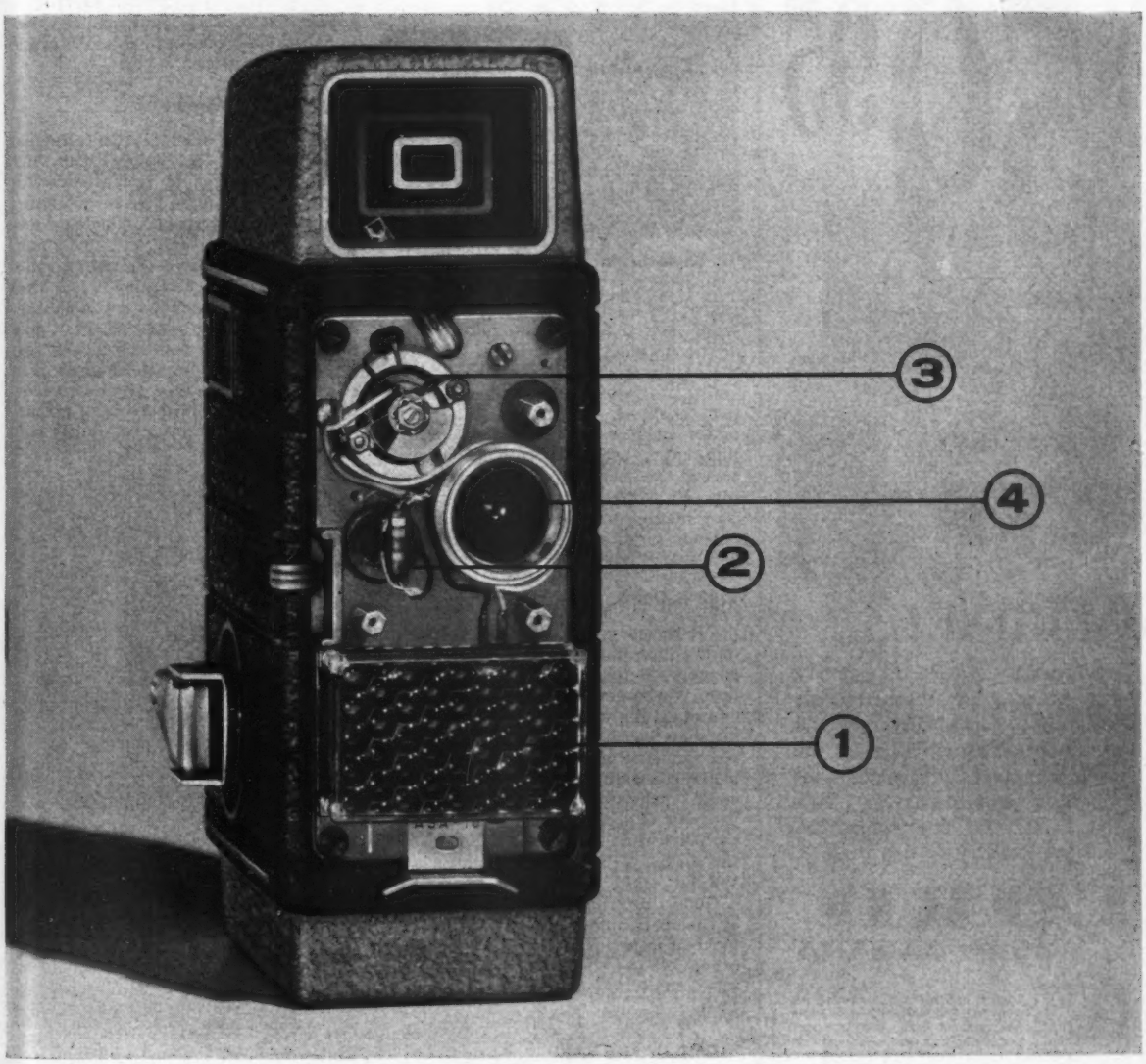
You may have dreamed of an 8mm movie camera like this —but you've never seen one before! It works like magic . . . actually uses the energy of light to set its own lens.

A built-in Electric Eye system is the key to this modern miracle. It judges existing light then uses the light's own energy to open or close the iris. The Eye works automatically and precisely . . . never makes a mistake, never over-exposes or under-exposes. It works instantly and continuously too. You're always ready to shoot. You'll never miss a fast-moving scene that would be over in the time it takes to set a manual camera. And because the Electric Eye works so fast, you can pan from sun to shade and back again . . . without a worry in the world.

Fantastic? This camera even has a thermistor that compensates for variations due to temperature changes. You'll get precision exposures whether you're filming snow scenes in Alaska or elephants in Africa. There's even an exposure beacon in the viewfinder that warns you not to shoot when there's too little light. And a special manual control lets you set your own "f-stops" for black and white film, or when you want a unique creative effect on color film.

You have to see this camera to believe it. We suggest you do so at your dealer's. The Bell & Howell "290" 8mm Electric Eye camera with f/1.9 Super Comat lens can be yours for as little as $17.00 down.

light to assure perfect exposures!



Light strikes Electric Eye **1** and is converted into energy which passes through thermistor **2** for temperature compensation. Energy is then transmitted to computer **3** which opens or closes the jewel-mounted iris **4** to admit just the right amount of light for correct exposure. At the same time, the lens setting is reported by a red-needled exposure gauge on the front of the camera. It shows the Electric Eye detecting and adjusting to changes in light you may not even notice. All this takes place in a split second . . . continuously and automatically.

See your photographic dealer for a full demonstration of this unique camera. *For free booklet,* write Bell & Howell, 7154 McCormick Road, Chicago 45, Illinois.

Bell & Howell

50 YEARS OF FINER PRODUCTS THROUGH ***IMAGINATION***

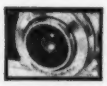
IMAGINE!

$59.95

IMAGINE!

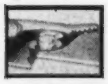
. . . just $59.95 for a superbly made 35mm camera that boasts every professional feature you'll ever need or want: PLUS . . . the exclusive time-saving "Snapshot Lock" that automatically sets the LORD for sharp pictures, without focusing or figuring!

LORD
35MM CAMERA



Highest quality 40mm f2.8 coated and color-corrected lens—semi-wide angle for increased depth of field, extra sharp definition, and wider view!

Single-window range-viewfinder—fast, accurate focusing from 2.5 ft. to infinity. Brilliant view, too!



Rapid advance lever—advances film, cocks shutter, sets counter.

Precision MFX shutter—speeds from 1 sec. to 1/500th & B. and full synchronization for flash or strobe!

At Your Favorite Dealer—NOW!

Another Exclusive, Quality Import from

ALLIED IMPEX CORPORATION
17 West 17th St., New York 11, N. Y.
215 W. Ohio Street, Chicago, Illinois
6918 Melrose Avenue, Hollywood, California

COFFEE BREAK

(Continued from page 12)

on optics, sat uncomfortably rooted to one spot, examining his manuscript on optics today (*page 58*). We remarked that it seemed odd that champion of photography and ardent amateur photographer Back should be immobilized while having his portrait painted.

JW

Kodachrome vs. oils. Oils win.

The doleful explanation heaped the blame on Mrs. Back (not present to refute it) who desired a painting of her husband. While the executive editor discussed the path of optical linguistics, the consulting editor preserved the scene of subject and painting. We forgot to ask the artist if he was using Kodachrome or Anscochrome pigments. Can't remember to ask everything.

RIDE THE PINK CLOUD • • •

We recently took a fast tour of one of the local hospitals for some minor surgery. Before we left MODERN's offices we borrowed a couple of 35mm cameras. We were going to document our own operation. Once in the hospital we ran into a road block—a rather athletic looking anesthetist. Sure we could take pictures—if we went through channels. And of course, we wouldn't mind having our camera sterilized—in a furnace-like autoclave. We quit right there.

Good thing, by the time we arrived at the operating room full of sedatives, local anesthetics, etc., we were riding a pink cloud and a camera might have upset the trim—providing we hung on to it.

BLOOD IN THE SAND • • •

We were pleasantly surprised last month by the large numbers of letters from readers inquiring about the condition of the twin-lens reflex camera sitting on the sand (MODERN's September 1957 cover photograph). We wish to report that the camera is doing nicely and will be up and around in a few weeks barring complications.

MORE 35MM FOR MODERN • • •

After adding new columnists dealing with color photography and photography with large cameras, we've felt fairly certain that MODERN has more and better columnists than any other photographic magazine. Just to make that a certainty, we're proud to add this month a new column, "35MM," written by Consulting Editor John Wolbarst, one of the country's leading 35mm camera authorities. No gobs of useless talk and obscure nonsense will be found here. Read "35MM" and you'll know what's happening in the field before it happens. You'll also learn the latest techniques for 35mm as used by amateur and professional alike. Questions on 35mm technique? Write and they'll be answered.

WIDE-ANGLE POETRY • • •

We recently spent eight congenial working hours on nearby beach with wide-angle lenses in preparation for story on *page 66*. In course of finding pictures with "impact," "decisive moment," "exact instant," etc., we examined cranial region of one photographing editor. While we don't feel that ensuing picture does justice to photography as art form, or to subject, it does present an angle less thoroughly explored. Please note careful treatment of photographer's feet which somehow became wedged into bottom of picture area. We did not crop print. Might ruin its "poetry."

HK

Embryonic editor. Courtesy 28mm lens.

COMING NEXT MONTH • • •

The November issue of MODERN will run the course from big cameras—with a story on the Linhof 4 x 5, through a new twin-lens reflex camera to a brand new 35mm camera produced by one of the great manufacturing names in photography. We think one of the most important articles we've ever carried will be one in which Man Ray, a living legend in the world of photography, will tell what he feels photography means. MODERN's color pages in the November issue are designed to highlight some of the things you can shoot this year.

World's First COMPATIBLE SINGLE-LENS REFLEX System!

Remarkable New 35mm Single-Lens Reflex Takes Over

136 LENSES

. . . protects your present lens investment!

Miranda

MIRANDA-COMPATIBILITY MEANS . . .
with just one camera—the Miranda—you can enjoy the advantages of eleven different 35mm cameras (see list below)! THIS MEANS . . .

1. Your present lens investment is *protected* (it's the one great new "35" you can buy without wasting your present 35mm lenses and accessories)!
2. Your photographic future is *assured* . . . Just think! As your needs grow, you can add any of the over 136 lenses to your Miranda basic outfit!

FEATURES: Eye-level Penta-Prism viewing and focusing . . . FPX-Sync. Focal-Plane 1 sec. to 1/500th Shutter . . . Automatic Film and Shutter Transport . . . Pre-set Diaphragm.

ACCESSORIES: Telephoto and wide angle lenses, Waist-Level Finder, Bellowscope, Microscope Adapter, Copy Attachment, BC Flash Gun, Extension Tubes, Penta-Prism Eyepiece.

Miranda accepts the lenses and accessories of the following cameras: Leica, Canon, Nikon, Contax, Exakta, Exa, Pentacon, Praktica, Praktina, Consol, Hexacon.

with 50mm 7-element coated and color-corrected f1.9 lens

$199.95

Genuine leather Eveready Case, **$14.95**

Another Exclusive, Quality Import from

ALLIED IMPEX CORP.
17 West 17th St., New York 11, N. Y.
215 W. Ohio Street, Chicago, Illinois
6918 Melrose Avenue, Hollywood, California

LETTERS TO THE EDITOR

Resolved

Sirs:

I would appreciate it greatly if you could tell me where I can purchase a "Resolution Chart" for the purpose of bench-testing lenses.

Houston, Tex. Jacqueline Garrett

• *National Bureau of Standards resolution charts are available from the U. S. Government Printing Office, Division of Public Documents, Washington 25, D.C. Ask for the Supplement to National Bureau of Standards Circular 533. The price is 75¢. Also of interest is Circular 533 itself, entitled* Method for Determining the Resolving Power of Photographic Lenses, *available from the same source for $1.25.—Ed.*

Matter of Opinion

Sirs:

Perhaps, in the coming years, with the advent of electronics, the built-in exposure meter can be accepted as a reliable camera device, but as it now stands, none of the built-in meters can be regarded as a substitute for the big three: G. E., Brockway, and Weston Master.

Campbell, Ohio Edw. W. Verba

Lazy Eyes

Sirs:

It occurs to me that the reason for millions of ordinary, uninteresting snapshots—and for many of the amateurish efforts (including my own at times) that do not speak loudly for themselves, as we hope they will when we click the shutter—is a condition which I have termed Lazy Eyes.

We fall into a rut of lazy seeing through the week—on our jobs, at home, watching TV, driving our cars, walking in town and in the country, everywhere. We look straight ahead, seldom to the side, and never do we look straight up—or straight down.

A lot of us amateurs would get many more impressive shots if we spent more time looking into things, up at things, down at things, under things, and less time looking off into the distance hoping a miraculous picture will happen. Shall we just go on looking and hoping, or shall we commence to learn to See and Look Into, and show those things that strike us as being beautiful and different in a way in which they have never been seen before?

Indianapolis, Ind. Joseph N. Hartley

(Continued on page 18)

ELITAR-SOLIGOR Movie Lenses... the Finest Compliment Ever Paid to a Movie Camera!

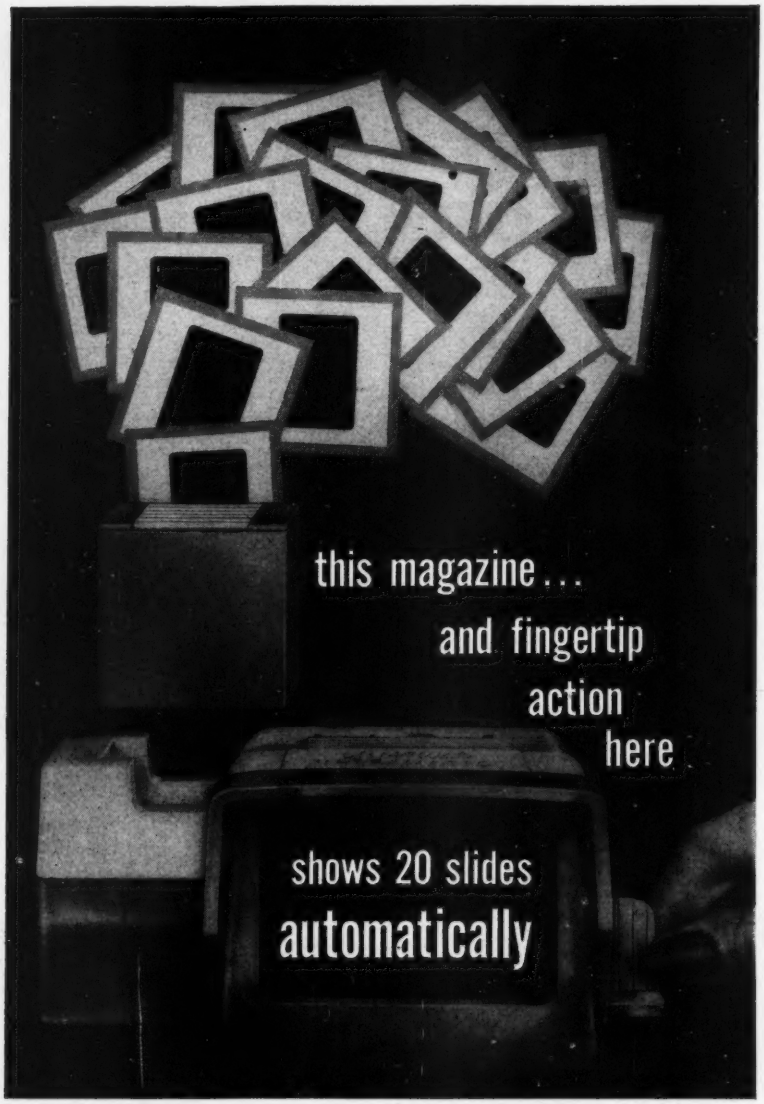
Here, a low-cost lens has reached the pinnacle of technical perfection...fact attested to by rigid laboratory bench tests and actual Hollywood field tests that have acclaimed Elitar-Soligar among the finest lenses made...regardless of price!

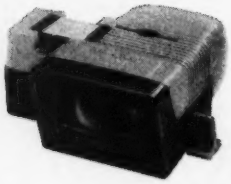
8mm or 16mm—
Elitar-Soligor features the most complete line of Telephoto and Wide Angle Lenses available
...from **$12.95** *to* **$174.95**

Planning a gift for a movie fan? Ask your dealer to show you the Elitar-Soligor Matched Cine Sets . . . Telephoto and Wide Angle in a handsome jewel-gift box.

Elitar-Soligor®

Write for complete information
ALLIED IMPEX CORPORATION
17 West 17th Street, New York 11, New York
West: 6918-20 Melrose Ave., Hollywood, Calif.





Airequipt

ULTRAMATIC

world's first magazine load slide viewer for 35mm, bantam and super-slides . . . $14.95

So simple you'll find it almost unbelievable . . . you just place slides in the magazine . . . slip the magazine into the ULTRAMATIC. See your color slides enlarged 7x! Watch slides feed into the viewer and back into the magazine with fingertip action. Additional indexed magazines store and protect all your slides! $14.95 less batteries; AC model— $18.95 with brightness control. At your local camera store.

AIREQUIPT MFG. CO., INC.
Dept. M10U, NEW ROCHELLE, N. Y.

LETTERS TO THE EDITOR

(Continued from page 17)

Large Camera Bandwagon

Sirs:

I have just read Mr. Feininger's new column ("The Large Camera") in MODERN PHOTOGRAPHY and please accept my thanks for jumping in in praise of the 4 x 5. I have gone from Leicas to a Hasselblad and then made the jump to a 4 x 5 Graflex and a 4 x 5 Crown Graphic. I use a Super Ikonta A for my slides.

The Graflex is rather a large cumbersome box to haul around, but the results are well worth the effort. When you cannot carry this big box, the Crown Graphic is a very lightweight camera to lug. Keep on with the good work!

Waterloo, Iowa James S. Newman

Stock Exchange

Sirs:

I have Kodachrome slides from a number of places in the United States, many of them shot in California, and also slides from a number of foreign countries. These are originals which I have taken as extras with the idea of trading them with someone in other localities who would enjoy doing this sort of thing. I am only interested in original pictures; duplicates or copies do not have the correct color tones.

San Diego, Calif. Clarence Theobald

• *Letters addressed to Mr. Theobald, c/o* MODERN, *will be forwarded to him in San Diego.—Ed.*

Of Landscapes And Girlshapes

Sirs:

As a general thing I have found your magazine very good, but I have one fault to find. Over the two years that I have been a subscriber to MODERN you have not had a single cover which contained anything but a *girl, girls,* or portions of *girls.* How about a nice landscape now and then or, and I shudder to make this suggestion, it is just possible that some of your photographers could come up with a picture of a man. In the body of the magazine this same tendency crops up pretty frequently, too. I'd like to see more landscapes and less girlshapes.

Canon City, Colo. Gordon Bess

Sizing Up The Super Slide

Sirs:

I agree wholeheartedly with you that the square 127 format is perfect for super slides ("Ideal Super Slide Size: 127," MODERN, June, 1957). The long-neglected potentials of this size will appeal to many amateurs. All that is necessary is for other progressive manufacturers to follow the steps taken by Rolleiflex and to make a complete selection of 127 cameras and accessories available.

Philadelphia, Pa. David Segal

poet and his camera

NIKON PHOTOGRAPH BY ED FEINGERSH
COURTESY OF REDBOOK MAGAZINE

Somewhere in this West German home for foundling children is a picture . . . a single expression that sums up all the futility of the years that went before.

The poet with the camera wants that picture. He seeks, he searches intently. Suddenly, he catches a glimpse out of the corner of his eye. He turns—the girl in the chair—alone—absorbed in, who knows what. In a moment others will join her—and the spell will be gone. The camera is already pressed to his cheek. There is no time to ponder, no time to lose. Advance—focus—shoot. It's his now, and not a moment too soon, for the mood has passed.

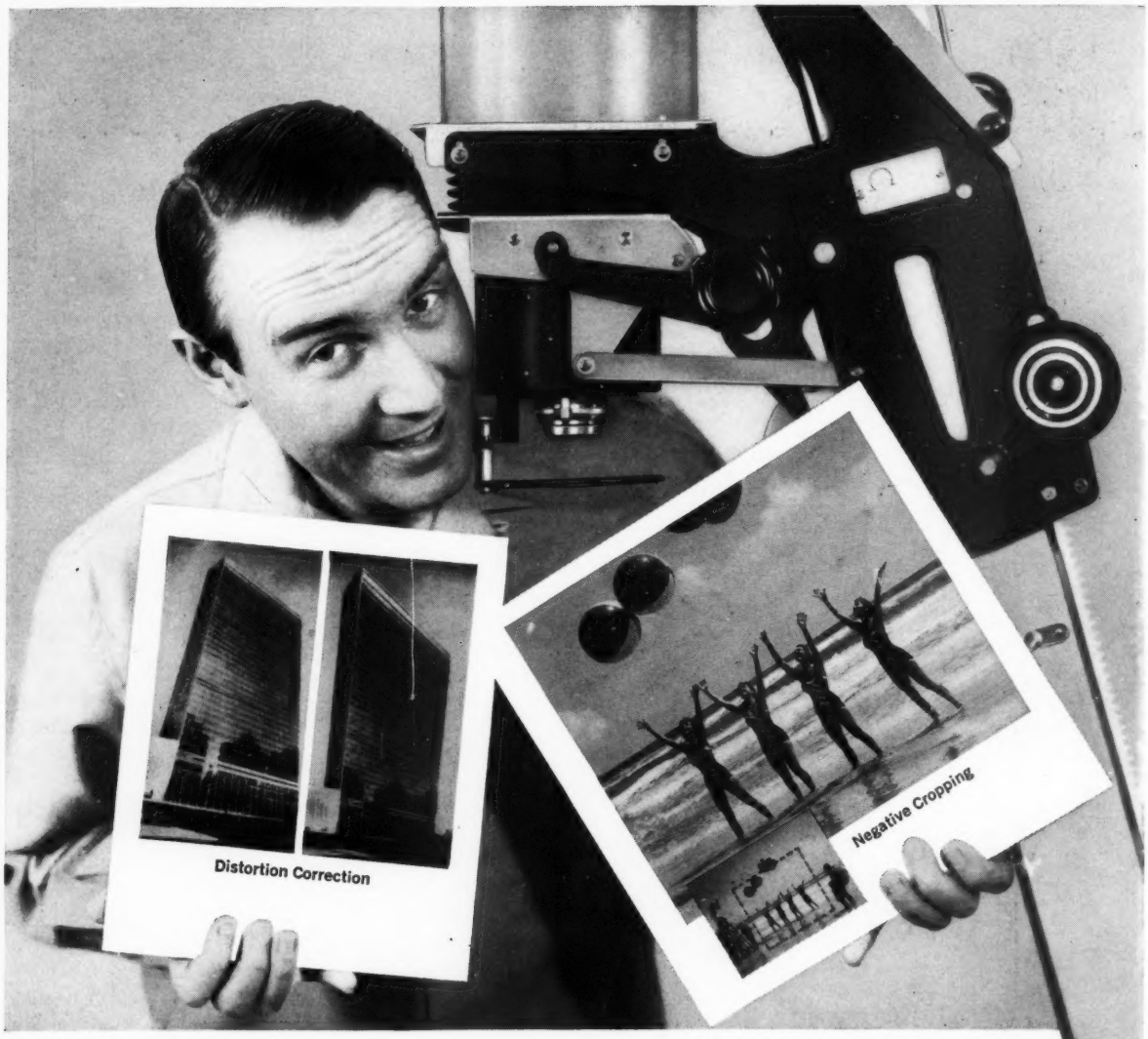
He moves on – confident – his Nikon has met another situation with speed and ease.

Life doesn't always stage her human dramas under the most desirable photographic conditions. Her moods are variable and unpredictable. But, the poet, armed with his Nikon S-2 is prepared for her at every turn. And as for his Nikkor Lenses—he knows that as long as there is light to see by, they will seek out and record the subtlest details that go to make great pictures.

NIKON S-2

the Fastest Handling '35' in the Field

For free booklet, "35mm Photography—A New Art" write to Nikon Incorporated, 251, Fourth Avenue, New York 10, N. Y., Dept. MP-10



these photographs were improved with a

Simmon omega enlarger

. . . the only enlarger with the growing family of accessories that constantly extend your enlarger's usefulness. With OMEGA you achieve improved negative cropping with the new OMEGA Masking Device which cuts off stray light from your easel area . . . with OMEGA you achieve complete distortion correction by combining negative tilting with easel tilting for controlled sharpness without stopping down the enlarger lens. Your franchised dealer will be glad to tell you more about the amazing system that keeps your Omega ever young, ever new. Send for booklet, "How to Buy the Right Enlarger."

MASKING DEVICE $35.00

DISTORTION CORRECTION $33.00
EASEL and TILTING DEVICE
$54.50 and $9.50

focus it once — then forget it — AUTOMEGA D-3
for negatives to 4" x 5" — $244.50 — prices start from $109.50

for SHARPER NEGATIVES, the new and superior SIMMON OMEGA 120 CAMERA

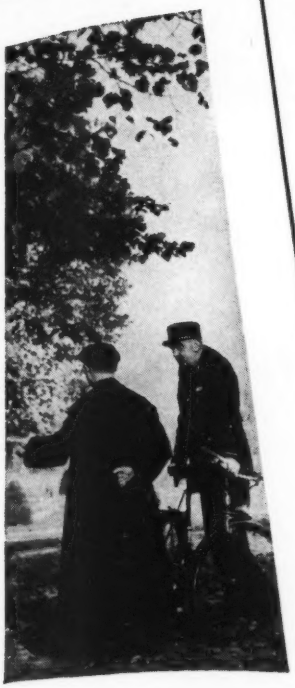
for further information, write to **SIMMON BROTHERS, INC., 30-28 Starr Ave., L.I.C. 1, N.Y.**

S3

YOU, TOO, CAN Brighten Your Future ..... EARN MORE MONEY .....

WITH NYI PHOTOGRAPHIC TRAINING

Pictures by NYI Graduate Jean Littlefield



Look around you. Whether you want to be able to afford the better things where you are, or pull up stakes and live like a travelogue, as Jean Littlefield did — photography can help you get what you want out of life.

The sooner, the better! Train the quick way, the easy way, the NYI Learn-by-Doing way. Trial-and-Error gets you nowhere . . . fast! You're off on the right road with NYI training — from the very first lesson. Experts teach you expert ways. Experts guide you — picture by picture. Your practical assignments take you step-by-step from amateur to professional photographer. While others are still puttering with a camera, you are taking pictures and selling them, even utilizing the spare-time hours earning money with the many technical skills you learn from NYI.

So—check your itinerary. Do you prefer a studio of your own . . . a good-paying job . . . or free-lance picture assignments? Wherever your fancy and your photographic work lead you — spare-time, full-time, local or global—you'll go *farther* with NYI training to show you the way.

TO MEN AND WOMEN EVERYWHERE! Mail coupon today for fascinating FREE BOOK and full details of the complete training you can get: (1) at the Resident School in New York, or (2) wherever you are via our world-famous Home Study Course.

RESIDENT TRAINING COURSES: Visit, write, or phone our Resident School if you prefer On-the-Spot training. Your choice of four regular courses tailored to your individual requirements. Complete facilities include 14 studios, 18 streamlined labs, glamorous models, all types of cameras, and the finest up-to-date Speedlight and Color equipment. Day or night sessions. Co-ed. Deferred Payment Plan. Free Placement Service.

NEW YORK INSTITUTE OF PHOTOGRAPHY
Dept. 117, 10 West 33 Street, New York 1, N. Y.

48th YEAR

America's OLDEST and LARGEST PHOTOGRAPHY SCHOOL
Approved by State of New York
Leadership since 1910

NATIONAL HOME STUDY COUNCIL ACCREDITED

The Only Photography School Accredited by NHSC

FREE 48th ANNIVERSARY PHOTOGRAPHY BOOK

packed with picture-stories of exciting careers among thousands with NYI professional training, and DOZENS OF WAYS you can EARN MONEY WITH YOUR CAMERA.

VETERANS!
Both Resident and Home Study Courses APPROVED FOR VETERAN TRAINING

NEW YORK INSTITUTE OF PHOTOGRAPHY
Dept. 117, 10 West 33 Street, New York 1, N. Y.

☐ Home Study Course ☐ Resident Training

Name.....

Address.....

City.....Zone.....State.....

☐ Check if eligible under G.I. Bill.

PRESENTING

THE AUTOMATIC

4×4

Rolleiflex

FOR SUPER SLIDES

. . . the camera sensation—a true *miniature* masterpiece, which gives 12 *large* pictures (4 x 4 cm) on #127 color or black and white film. Fully automatic operation . . . synchro-Compur LVS shutter . . . finest specially computed Schneider XENAR 3.5/60mm lens . . . many other exclusive features. The camera for color—ideal for travellers and active photographers. At Rollei dealers, only $133.65, case extra. Literature available.

(ACTUAL SIZE)

Burleigh Brooks, Inc.
10 W. 46th St., New York 36, N. Y.

PONDER & BEST, INC.
814 N. Cole Ave., Hollywood 38, Calif.

New Photo Books

PHOTOGRAPHY FOR PROFIT (Trend Book 139), by C. A. Peterson. 128 pages, many photos. Pacific Press Inc., Los Angeles. Price 75¢
HOW AND WHERE TO MARKET YOUR PICTURES, by Robert Simmons. 128 pages, illustrated. Greenberg: Publisher, N. Y. Price $1.95

Two new books, both by successful commercial photographers, tell how an amateur can put his hobby on a paying basis.

Photography for Profit is an informative survey of the opportunities available to the free-lance photographer. Treated in separate chapters are Portraiture, the Magazine Market, Weddings, the Commercial Field, Newspaper Field, and Calendars.

Here is practical advice on how to increase picture sales potential, plus such helpful miscellany as what to look for in a model, make-up for photography, how to increase portrait business, what kind of pictures should be included in a wedding album, and suggested prices for wedding photographs.

The text, presented for the most part in outline form, is well-organized, fact-filled, and concise.

Illustrations, all by the author, are rather over-balanced on the glamour and pin-up side—arbitrarily include two pin-up "portfolios" without apparent relationship to the text.

The Market List of 100 picture buyers is diverse, but makes no categorical distinctions.

How and Where to Market Your Pictures devotes its first 78 pages to magazine photography, ranging at random over big and small markets, the picture story, travel, stock photographs, agents, foreign markets, specialization, rights, etc. The material is interestingly presented, specific in reference to what sort of material will sell to whom and for how much. Good advice, too, on *how* to sell.

The requirements and rewards in other photographic fields are briefly summarized in short chapters on such money-making possibilities as Advertising, Real Estate, Industrial, Publicity, Newspapers, etc.

The illustrations, most of them Mr.

(Continued on page 24)

SEE what you splice
.....and see it BIG

It's easy – and it's fun – to splice and edit your movies with a Craig Projecto-Editor. Big, brilliant screen shows film with same light values as your projector. You can see at a glance which sections to eliminate. Convection-cooled lamp with automatic switch enables you to study single frames as long as you want without damaging film. Built-in frame marker pin-points exact spot at which to cut.

A Craig Projecto-Editor is the finest and simplest editor you can buy. Hooded screen lets you work comfortably in lighted room. 400-ft. geared rewinds, focusing and framing adjustments, Craig Master Splicer and Craig Formula No. 7 Film Cement, assure fast, precision work. Film threads in straight line on stainless steel guide that does not touch pictures. Entire outfit folds into compact carrying case; weighs only 10½ lbs. Models for 8mm or 16mm, only $79.50. See it at your camera dealer's. Discover the thrill of making and showing better movies by editing with a Craig.

If you already have splicing and rewind equipment, you can buy a Craig Movie Viewer separately. Complete with 75-watt projection lamp. For 8mm or 16mm, only $49.50.

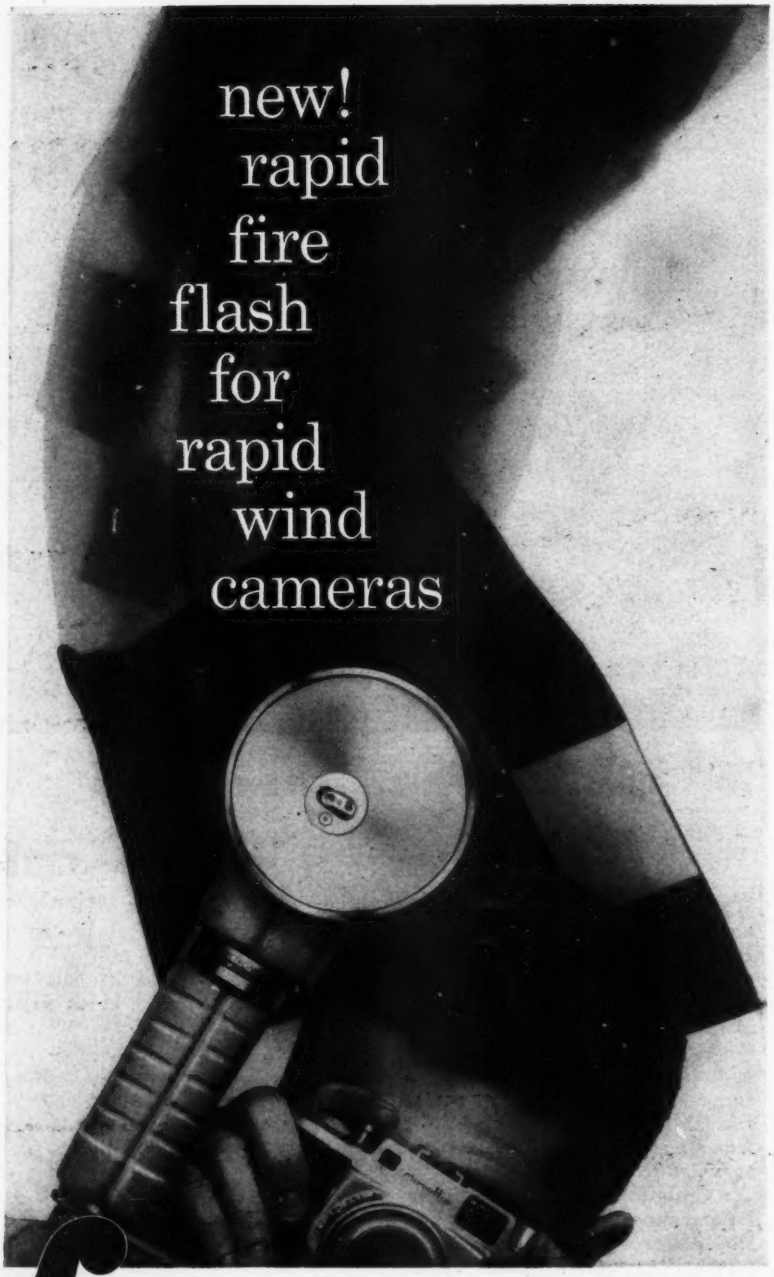
KALART

Producers of precision photographic equipment since 1930. Also makers of famous VICTOR 16mm Motion Picture Equipment.

Illustrated 36-page booklet only 10¢
Packed with tips on how to put story-telling sequence in your movies and improve your showings. Regularly 50¢.

Kalart, Plainville, Conn. Dept. M-10
Rush booklet "Editing for Better Movies." I enclose 10¢.

Name
Street
City Zone State



fR MODEL 140 $29.95 electronic flash

Try this new FR ELECTRONIC FLASH on your camera today at any camera store! Mount the flash and then aim the camera. Find any subject, focus, frame—and *fire!* Now, turn the other way, wind your film, focus, frame—and *fire!* The amazing FR is ready to use again in less time than it takes to change a 14¢ flashbulb! It recycles in an average of 5-7 seconds! Use it indoors on AC! Take it along outdoors with the $14.95 FR PORTABLE POWER PACK for low cost battery operation! Equip your FR with the new $14.95 FR REMOTE SLAVE UNIT for cross-lighting effects. See for yourself why it's America's most outstanding electronic flash value!

THE FR CORPORATION • New York, Chicago, Los Angeles

NEW PHOTO BOOKS

(Continued from page 23)

Simmons' work, are well chosen, varied, and to the point. The 21-page market list is divided into 15 categories.

Photographers with a special interest in magazine work will probably find this book—with its emphasis on this field and its extensive market list—the more valuable of the two. The photographer with an eye to finding an outlet on the home front, too, may find Mr. Peterson's book more profitable and helpful.—M. T.

THE BRITISH JOURNAL PHOTOGRAPHIC ALMANAC, 1957, edited by Arthur J. Dalladay. 632 pages, illustrations. Henry Greenwood & Co., Ltd., London. Price: board cover, $2.00; cloth cover, $2.50

Almost every photographer will find something of interest in the *1957 British Journal Photographic Almanac.* As well as listing the year's photographic developments, it includes detailed tables and charts, articles on various uses of photography, a glossary of technical terms, a picture section, formulas, and directions on how to do everything from making a carbro print to rejuvenating your hypo. Except for the pictures, which are salonish, and the products, many of which are not imported from Britain, the *Almanac* contains valuable and up-to-date information on a variety of subjects.—P. C.

DOGS, by Dan Senseney, with over 100 photos by Walter Chandoha. 144 pages. Random House, Inc., N. Y. Price $2.95

An engaging collection of personality portraits by world-famous photographer of man's best friend, Walter Chandoha. Most of the 112 breeds recognized by the American Kennel Club (and a selection of appealing mutts) are included in nicely reproduced half to full-page studies. Some are formal, studio-type portraits—others are set outdoors, in the field. Chandoha's technique and patience have captured in each photo the distinct personality of a particular breed.

Dan Senseney's text betrays him as one of dog's best friends. In entertaining fashion he examines the dog in history, myth, and literature; discusses the various canine types, their origins and characteristics; gets down to cases with a chapter on how to pick the proper dog, how to feed, train, and care for him.

A delightful and instructive book for animal photographers, would-be animal photographers, and anyone who has ever been stopped in his tracks by a moist nose pressed against a pet shop window.—M. T.

These and other books are available through MODERN PHOTOGRAPHY Book Store; see advertisement on page 105.

EXAKTA IS THE FIRST SINGLE LENS REFLEX 35-MM CAMERA . . .

First camera in the world with built-in flash!
First reflex with high-speed F1.5 lenses!
First reflex with 35-mm wide angle lenses!
First reflex with 28-mm super wide angle lenses!
First with one-stroke lever-wind!
First with a focal plane shutter having 27 different shutter speed settings!
First with a penta prism!
First with interchangeable viewfinders, waist-level and penta-prism!
First with automatic diaphragm lenses!
First with a built-in knife for cutting exposed film!
First with a split-image rangefinder for reflex cameras!
First with a film speed indicator!
First with a noiseless shutter design!
First with its own Stereo system for previewing in 3-D!
First with its own Stereo system for taking 3-D pictures!
First with the magnear device for critical focusing!
First with interchangeable focusing glasses!
First with popular-priced microscope adapters, extension tubes and bellows devices!
First camera honored with a Commemorative postage stamp!
First camera to play a dramatic part on the famous "miscellany page" of Life Magazine! (June 3, 1957 issue)

When better cameras will be made, Exakta will make them! Exakta will always be first for original features, quality, precision, and craftsmanship!
The latest Exakta creation is the New, 1957 Automatic Exakta IIa with Penta-Prism eye-level Viewfinder and Split-image Rangefinder and 58-mm. F2.0 Carl Zeiss Jena Biotar lens with Automatic Diaphragm . . . . . $399.
We invite you to see it at your dealer. Free, colorful Exakta brochure on request.

EXAKTA CAMERA COMPANY 705 BRONX RIVER ROAD, BRONXVILLE 8, N. Y.

Exclusive Factory Appointed Representative in the U. S. A. for Sales and Service of Exakta and Exa Cameras

First in Still Photography, and . . .

SO FAR AHEAD

. . . so thoroughly tested in action — so flawless in construction, it is GUARANTEED NOT FOR 1 YEAR . . . NOT FOR 3 YEARS . . . BUT FOR 5 YEARS!

Canon L-1

with single-stroke advance lever, tri-position viewfinder, automatic viewfinder-parallax correction, 13 speeds to 1/1000th sec., f2.8 to f1.2 lenses . . .

from $259

No wonder the leading professionals prefer Canon. They depend on it for their "bread-and-butter" photography! The camera **they** use must get the pictures they want . . . anywhere, anytime . . . **every** time!

Your reasons for buying a 35mm camera . . . should be equally professional.

Choose Canon, System of Photography that grows with your needs.

Ask your dealer for a demonstration and illustrated Canon Catalog "PL"

CANON Camera Company, Inc.

U.S. Factory Branch: 550 Fifth Avenue, New York 36, N. Y.
In Canada: Taylor, Pearson & Carson (B. C.) Ltd., Vancouver, B. C.

WAYS and MEANS

by ARTHUR ROTHSTEIN
Technical Director of Photography, *Look* Magazine

Lenses: testing for sharpness and field coverage; optimum apertures; old vs. new lenses; ideal lens combinations.

One of our most skilled camera technicians and a man to whom many photographers turn for both aid and advice is Marty Forscher, who operates the Professional Camera Repair Service at 480 Lexington Ave., New York City.

Mr. Forscher and I discussed his recent experiences with lenses and since he is in a position to compare and evaluate many products, his observations have a special significance.

With regard to lens testing, Marty Forscher deplores the common practice of photographing a newspaper page. Instead, he recommends the following procedure:

Determine whether the lens is properly fitted to the camera. This can be done by photographing a vertical chalk line on a brick wall. From a distance of approximately 10-15 feet, focus on the chalk mark at a 45° angle through the normal rangefinder or reflex system of the camera. If the lens is properly positioned in relation to the focal plane, the resulting print should show the chalk line as the sharpest point, with sharpness falling away on either side. A double check can be made by measuring the distance from focal plane to chalk line on the wall with a tape measure. This measurement should be the same as that indicated on the focusing scale.

Once it is established that the lens is properly fitted and aligned, a well-engraved target is photographed. The lens resolution charts supplied by the U. S. Bureau of Standards, Washington, D. C. for 75c are excellent for this purpose. (See "Letters to the Editor," *page 17*, for details.) The camera should be placed so that the focal plane is parallel to the chart, and the chart should occupy the entire field.

Even illumination is essential as

well as the use of fine grain film and a fine grain developer (such as Panatomic-X, D-76). It is desirable to underexpose one stop in order to achieve better resolution. Give the lens every opportunity to prove its quality. Make exposures at various apertures to see how the lens performs wide open and stopped down. Be sure the camera is level when you do so.

Evaluate the resulting photographs. Check for even illumination. Some lenses, especially the wide-angle ones, will fall off sharply at the corners. Determine how much of this you can accept. Finally, check for distortion and curvature of line. Most modern lenses are well corrected for this type of aberration.

Be sure that all prints are produced on a properly aligned enlarger which is also equipped with a good lens. Marty Forscher recommends the use of the Bausch and Lomb grain focuser, an optical device which makes it possible to focus on the grain of the film, no matter how fine, thus producing a sharp print.

Optimum apertures

In discussing lenses of wide aperture, such as f/1.2, we came to the conclusion that it is rare for a complex lens of this type to function as well stopped down as a simpler lens with fewer elements. The optimum aperture range for ultra high speed lenses is from f/2 to f/6.3. For best results, indoors and out, Forscher recommends the use of two lenses of the same focal length: a wide aperture one for indoor, low level illumination; and another, relatively slow lens for outdoor work. The "outdoor" lens would perform much better when stopped down to f/11 or f/16 than would the one of wider maximum aperture.

Old vs. new lenses

There is a myth that some old lenses are better than those made today. This is in line with the "good old days" philosophy and denies the real strides which have been made in photographic optics. Forscher agrees with me that progress in optical design has produced new lenses that are far superior and perform much better in every way than the finest of the famous old ones. The modern lenses with their coated surfaces, rare earth glasses, and lightweight mounts are a superb achievement, blending the skills of many scientists.

The importance of coating lens surfaces is sometimes not appreciated. It has the effect of reducing the scattering of light and in a modern, fully-coated lens the transmission of light is reduced only by its absorption in the glass elements. This increases the image contrast by reducing flare.

An old lens should not be coated. Since the original design of the lens did not take an optical coating into account, it is doubtful whether a

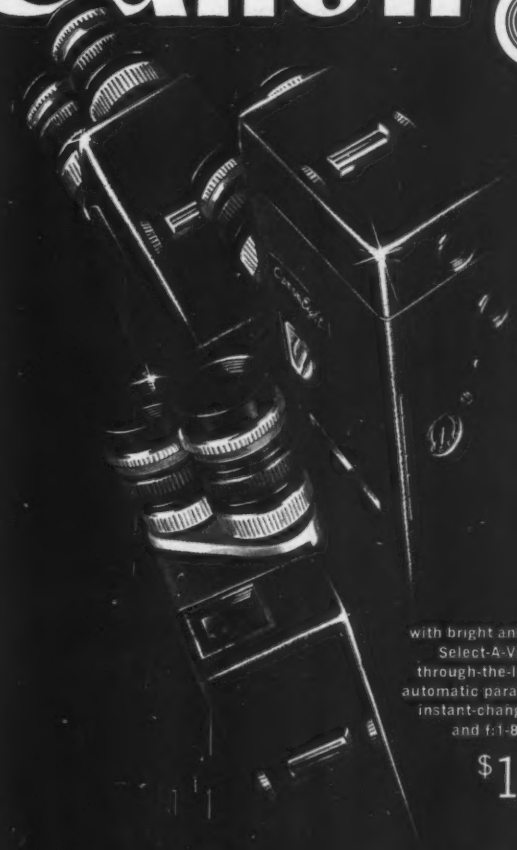
(Continued on page 28)

First in Movie Photography, and . . .

SO FAR AHEAD

. . . so revolutionary in design — so unlimited in scope, it became the FAVORITE OF SERIOUS-MINDED AMATEURS 4 months after its introduction!

Canon 8



with bright and "big-as-life" Select-A-View finder, through-the-lens focusing, automatic parallax correction, instant-change lens turret and f:1-8 lens . . .

$159.50

So far ahead in every way, the Canon 8 challenges the finest 16mm cameras on their own level — **professional versatility!** With the revolutionary Canon 8, you are limited only by your imagination.

Choose Canon . . . for professional movies without complicated gadgets.

Ask your dealer for a demonstration and illustrated Canon Catalog "P8"

CANON Camera Company, Inc.

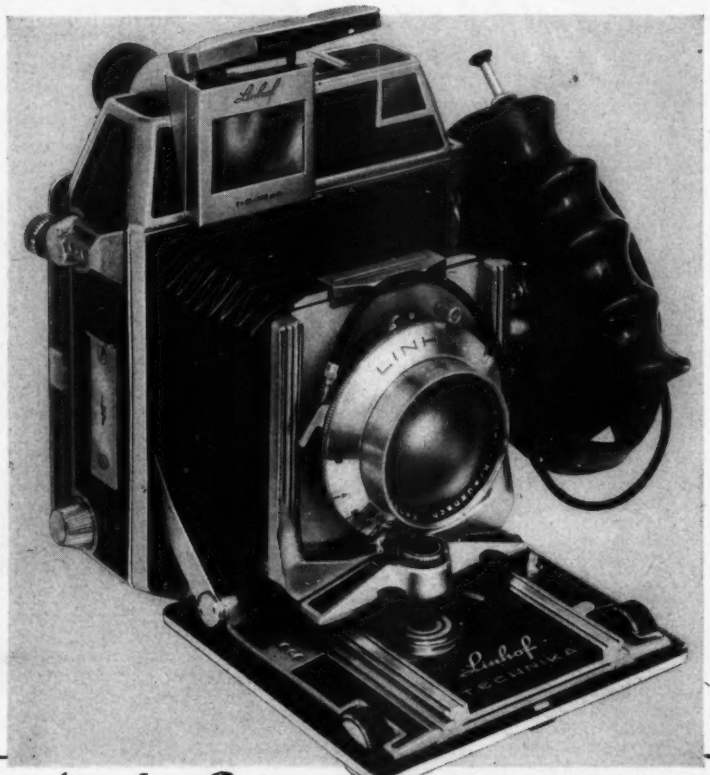
U.S. Factory Branch: 550 Fifth Avenue, New York 36, N. Y.

In Canada: Taylor, Pearson & Carson (B. C.) Ltd., Vancouver, B. C.

NEW ADVENTURES

In Photography For The

ADVANCED AMATEUR



New! Linhof QUICK CHANGE BACK

SUPER TECHNIKA 23

The new Linhof Super Technika 23 is designed for the advanced photographer who demands the ultimate in a 2¼ x 2¼ / 2¼ x 3¼ camera. Truly, no other camera of this efficient format offers such outstanding advantages. Fast and convenient coupled rangefinder-focusing embraces a wide variety of *instantly interchangeable* normal, wide-angle, and telephoto lenses for spot news, travel, sports.

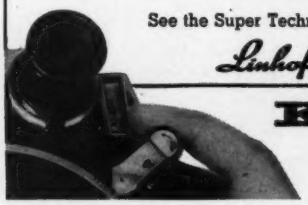
For the more exacting tasks of fine pictorial work, as well as for architectural, industrial, or scientific photography, the new Linhof '23' provides the added assurance of ground-glass viewing and focusing; perspective correction through swings and tilts; triple extension bellows and many other *professional* features indispensable for finest results.

What's more, the new Quick-Change Back permits instant change-over from one film to another, from cut film or plate to film packs, film magazines, or Linhof Rollex 2¼ x 2¼ and 2¼ x 3¼ roll film holders with automatic film spacing.

The new Linhof Super Technika 23 is $389.50, less lens. Complete camera-and-lens outfits from $444.45. New palm-hugging Anatomical Grip $34.95

See the Super Technika 23 at your franchised Linhof Dealer today.

Linhof Corporation of America



KLING PHOTO CORP.
New York 10 • Los Angeles 46

LINHOF is a member of the Kling family of fine West German photographic products.

WAYS AND MEANS

(Continued from page 27)

noticeable improvement could be made. Also, the coatings are best produced at the factory, during the manufacture of the elements, where suitable equipment for this critical process exists.

One of Marty Forscher's services is the adaptation and fitting of lenses to cameras. A photographer may own a camera whose manufacturer does not make a lens of a certain desired focal length. Forscher will adapt another manufacturer's lens to it. However, this cannot be done in every case. Some lens-camera combinations are impractical. In some mirror reflex cameras, the thickness of the body limits the lenses that may be used.

Ideal lens combinations

The trend in lens selection by the professional and advanced amateur photographer, according to Forscher, is away from the normal focal length. The 21 to 28mm lenses on 35mm cameras are very popular. Also there is a wider use of the extreme telephoto on single-lens reflexes, both 35mm and 2¼ x 2¼. Telephoto lenses originally designed for 35mm cameras can sometimes be used successfully on 2¼ x 2¼ with a slight vignetting. This tubular effect can result from the limiting size of the lens mount, the failure of the optics themselves to cover the larger film area, or a limiting camera body construction.

The trend toward these extremes in focal length are the result of the increased speed of film, which has made it possible to shoot in low light situations, even with normally slow lenses. Better methods of viewing, with parallax adjustments and light mounts, have also contributed to the photographer's exploration of new perspectives.

For the photographer who wants to work with more than one lens, an ideal combination can be listed for various formats. In each case, these lenses are given in focal lengths which may vary 10mm either way, depending on the manufacturer. My basis for selection is the achievement of greatest control of perspective in focal lengths suitable to the various camera sizes. Experience has shown that in each given size, these focal lengths are most satisfactory.

	4x5	2¼x2¼	35mm	angle of view
Wide-angle	90mm	40mm	25mm	90°
Normal	160mm	85mm	45mm	53°
Telephoto	350mm	180mm	100mm	25°

—THE END

He got that memorable shot in natural color with his 35mm Exa—a camera that's so easy to use that even a child will get perfect shots with it the very first time!

If you haven't previously handled the single lens reflex Exa, you will be pleasantly surprised and thrilled with it, for only the Exa makes photography simple and easy! Yes, only the Exa permits you to take color, black and white and flash pictures according to your own, exclusive taste!

Telephoto and Wide Angle lenses are quickly interchangeable with the Exa. Everytime you switch a lens, in effect you not only create a new camera, but you preview on the ground glass (without extra housings) the very picture you will get — a feature which is not offered in any other camera system!

You'll be proud to own the 35mm single lens reflex Exa . . . the camera that inspires confidence the very first time . . . the camera that is produced by the makers of the world-famous Exakta. See the Exa today, on display at better camera stores everywhere. Free colorful Exa brochure available on request.

Exa with Waist Level Reflex finder and 50-mm,
F/2.9 Meritar Lens with Pre-set Diaphragm $79.50
Exa Camera, body only, with Waist Level Reflex finder . . $59.50
100-mm F/4.5 Isconar Telephoto Lens (pictured on Exa) . $25.00
100-mm F/2.8 Meyer Trioplan Telephoto Lens $59.50
35-mm F/4.5 Meyer Primagon Wide Angle Lens $59.50

EXAKTA CAMERA COMPANY, 705 Bronx River Road, Bronxville 8, N. Y.

Exclusive Factory Appointed Representative in the U.S.A. for Sales & Service of Exakta and Exa Cameras

for the 1st Time

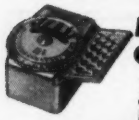
A 64X Booster—ASA, LVS, Movie and Polaroid Exposure Numbers—and at a popular price!

Kalimar® EXPOSURE METERS

MODEL A-1 $6.95 Case, Chain $2.00

MODEL B-1 $11.95 Including Booster, Cases, Chain

See the new KALIMAR exposure meter, compare the quality and you'll be amazed at the low price! ASA—3 to 3200, Lens—f:1 to f:32. Has "high" scale measuring range for bright light conditions and "low" scale for dull light conditions. Uncluttered dial makes the KALIMAR meter extremely easy to use for incident or reflected light readings. And, for low level incident light readings under extremely poor light conditions, the KALIMAR with *64X BOOSTER* compares with the most sensitive meters on the market!



New KALIMAR CLIP-ON METER

Fits camera accessory shoe or can be hand held..... $7.95
Leather Case..... $1.00

See your dealer or write Dept. MM710

Kalimar Inc.

1909 So. Kingshighway St. Louis 10, Mo.
In Canada: ANGLOPHOTO LTD., Montreal, Toronto, Vancouver

the LARGE CAMERA

by ANDREAS FEININGER

Staff Photographer for *Life* Magazine

Facts about lenses for the large camera, and how to choose the lens that is best suited to your kind of work.

An advantage of great practical consequence which large cameras have over 35mm and 2¼ x 2¼ cameras is that they can be equipped with any lens regardless of type or make. Since lenses for large cameras are mounted on standard-size lensboards and focused with the aid of bellows and rack-and-pinion gear, neither rangefinder couplings nor bayonet mounts are required. As a result, the photographer has practically unlimited freedom in his choice of lenses, an advantage which is reflected in the fact that, as a rule, prices quoted for large cameras do not include a lens.

Requirements for lenses

In contrast to 35mm photography, in which emphasis is on speed, the concept of large camera photography is based upon precision of rendition. Consequently, sharpness is the first requirement for any lens used in large camera photography. Actually, lens speed is of very little practical value in large camera photography because in the interest of definition and extension of sharpness in depth, most negatives will be shot with the lens considerably stopped down. So there is really no point in buying fast lenses for the large camera, especially since slow lenses have four valuable advantages: they are not only sharper than fast lenses, but also smaller, lighter, and considerably less expensive.

Well-balanced lens equipment

What lens or lenses a photographer will choose for his large camera, is, of course, determined by the kind of work he intends to do. As a rule, such work will fall into one of the six following categories:

General photography (for example, landscapes or objects of any kind). You need a *standard lens*, i.e., a lens with an angle of view somewhere between 45° and 55° and a focal length that is approximately equal to the diagonal of the negative which it must cover. Standard focal lengths of lenses for 4 x 5's range from 127 to 150mm (5 to 6 in.). Personally, I recommend the following lenses: Schneider Xenar 150mm f/4.5 in Synchro-Compur shutter, $89.85; Schneider Symmar 150mm f/4.5 in Synchro-Compur shutter, $129.50 (this lens has an even higher correction than the Xenar and is excellent for color photography); Zeiss Tessar 135mm f/6.3 in Synchro-Compur shutter, $66 (the best buy for general work).

Portraiture (i.e., large, posed heads). You need *a lens of slightly longer focal length and higher speed* than a standard lens to avoid ugly distortions and excessively long exposure times. For 4 x 5 cameras I recommend the following lenses: Schneider Xenar 180mm f/4.5 in Synchro-Compur shutter, $126.95; Zeiss Tessar 180mm f/4.5 in Compur shutter, $120; Zeiss Tessar 210mm f/3.5 in Compur shutter, $250.

These three lenses give the kind of wire-sharp definition which I like in my portraits but which many other photographers reject as "unflattering." If you share their view you might consider the Rodenstock Imagon variable soft focus lens which, in conjunction with special sieve-like diaphragm disks, makes any desired degree of diffusion possible. This type of lens is available in the following focal lengths: 250mm for 4 x 5, 300mm for 5 x 7, and 420mm for 8 x 10. The speed of these lenses is f/5.8; prices in shutter range from $163.50 to $198.

Wide-angle photography (for instance, architecture, interiors, industry). You need *a lens of shorter focal length than a standard lens which must, however, cover a wider-than-standard angle of view* (from 60° to 100°). For 4 x 5 cameras, I recommend the following wide-angle lenses: Schneider Angulon 90mm f/6.8 in Synchro-Compur shutter, $74.95; Schneider Super Angulon Eight 65mm f/8 in Synchro-Compur shutter, $144.50 (this lens covers the enormous angle of 102°); Goerz Rectagon 3-in. f/6 in Synchro-Compur shutter, $178 (whereas all other wide-angle lenses must be stopped down considerably to produce uniformly sharp rendition, this lens is sharp wide open).

(Continued on page 32)

success is a habit

with graduates of the SCHOOL OF MODERN PHOTOGRAPHY

The "School of Successful Graduates" can train YOU for high-pay, skilled, career jobs in photography and *right in your own home*... through the advantages of the most unique home training program ever offered.

In every state of the Union . . . in every country in the world . . . in small towns, large cities, in big business, in small studios, in Advertising, Fashion, Portraiture, Journalism, Color, Motion Pictures, in Television . . . SMP photographers have the "know how" to make good — they have the training to lead the way in photographic craftsmanship.

SMP's methods and special teaching devices clearly demonstrate both principle and practice . . . under expert, personal supervision of some of the most outstanding authorities in professional photography . . . provide big advantages over old fashioned methods depending too much on printed texts along.

Ingenious teaching kits, actual negatives and photographic prints, charts, instruction guides, projection slides, and practical assignments that guide you right into professional picture making supplement the modern, fully illustrated teaching texts that coach you in the fundamental and advanced phases of ALL BRANCHES OF PHOTOGRAPHY.

The School of Modern Photography has a big, illustrated book that tells you about this unique system of home study training . . . and tells you how you can get a start in this well-paying profession . . . NOW!

Scores of photographs give you the full story of SMP's success in training photographers for all branches of photography.

SEND FOR THIS BIG BOOK

THE SCHOOL OF MODERN PHOTOGRAPHY

Dept. M107, 487 Park Avenue, New York 22, N. Y.

Approved by the State of New York — *Established 1939*
Resident training available — *Approved for Veterans*

Mail this coupon NOW for your personal copy of the big illustrated book—

"A SUCCESSFUL CAREER FOR YOU IN PHOTOGRAPHY"

YOU CAN BE THE MAN IN THIS PICTURE

The School of Modern Photography, Dept. M 107
487 Park Avenue, New York 22, N. Y.

Please send me full information regarding

☐ Home study courses ☐ Resident courses

And send me your big free super-illustrated book that tells about SMP's methods and teaching systems, and gives me the picture of the opportunities I can find in photography.

Name_____

Address_____

City_____ Zone____ State____

Photo by ORMOND GIGLI who says,

"Important jobs came to me quickly, thanks to training with the School of Modern Photography."

Photo by DORIS PINNEY who says,

"I found my particular medium of self expression at SMP."

Photo by STANLEY and HENRY SILVER who say,

"SMP training speeded our progress to the top."

Photo by BOB and IRA SPRING who say,

"We chose the best start to realize our ambitions when we decided on training with SMP."

You can't beat a Winning Team...

Schneider WORLD FAMOUS INTERCHANGEABLE LENSES

Used Only with Europe's Finest Cameras
Perfectly Matched Color-Correction
Highest Optical Quality
Striking Luminosity
Critical Sharpness
Exceptional Contrast

PLUS these Diax STAR Features:

★ **VERSATILITY**—Rangefinder couples to ALL, FULLY Interchangeable lenses, from 35mm wide angle up to 135mm telephoto.

★ **SPEED**—ONE-Stroke rapid winding lever, with exposure counter.

★ **PRECISION**—SYNCHRO - COMPUR Shutter with 1 to 1/500th sec., B(T), Selftimer and full MX Synchronization.

★ **CONVENIENCE**—Built-in Viewfinder for 50, 85 and 90mm lenses.

★ **SIMPLICITY**—ONE lens shade and ONE set of coated glass filters fit ALL lenses.

★ **DEPENDABILITY**—Robust construction and rigid precision mechanism for lifelong use.

WIDE ANGLE? The well known SCHNEIDER Xenagon 35mm f/3.5 with a 65° acceptance angle.

HIGH SPEED? The famous SCHNEIDER Xenon 50mm f/2 noted for extreme sharpness, even under most adverse conditions.

PORTRAIT? The compact SCHNEIDER Tele-Xenar 90mm f/3.5 —an outstanding value.

TELEPHOTO? The powerful but light-weight SCHNEIDER Tele-Xenar 135mm f/4, especially suitable for distant views.

FOR ONLY:

DIAX IIb w/Isconar 50mm f/3.5	$99.50
DIAX IIb w/Xenar 50mm f/2.8	$119.50
DIAX IIb w/Xenon 50mm f/2	$149.50
Westron 35mm f/3.5	$49.50
Xenagon 35mm f/3.5	$69.50
Isconar 85mm f/4.5	$49.50
Tele-Xenar 90mm f/3.5	$79.50
Tele-Xenar 135mm f/4	$89.50

Karl HEITZ Inc.
HIGH PRECISION PHOTO EQUIPMENT
Binoculars • Microscopes • Instruments
480 LEXINGTON, NEW YORK 17, ELdorado 5-5691

See your franchised DIAX dealer or write for free illustrated brochure MD-10.

THE LARGE CAMERA

(Continued from page 30)

Close-up photography (rendition in nearly-natural, natural, and more-than-natural size). You need *a lens of shorter focal length than a standard lens* (but not necessarily with a wider-than-standard angle of view) because insufficient bellows extension may make it impossible to render your subject in the desired scale if a standard lens is used. The focal length of a close-up lens depends on the desired scale of rendition—the larger the picture scale, the shorter the focal length of the lens. For example, a lens with a focal length of one inch, originally intended to cover only the tiny rectangle of a 16mm moving-picture frame, will, at a lens-to-film distance of ten inches, sharply cover a 4 x 5 negative, producing the image of a small nearby object in 9X life size on the film. The whole complex of close-up photography with all its ramifications, such as proportional increase in exposure times with increasing scale of rendition, lens correction for near-distance and magnification, etc., has been fully discussed in my book *Successful Photography.*

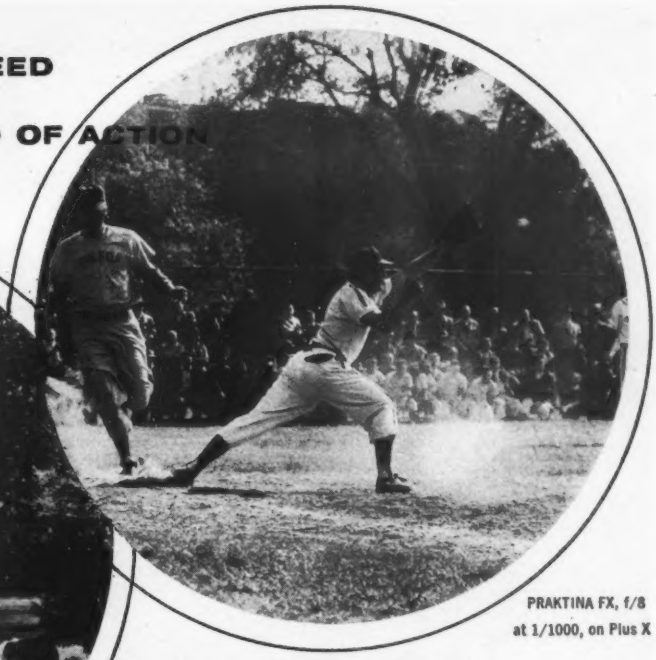
Telephotography (photography of distant subjects in sufficiently large scale). You need *a lens of longer focal length than a standard lens.* For 4 x 5 cameras I recommend the following telephoto lenses: Dallmeyer Adon f/4.5 and Dallon f/5.6 telephoto lenses with focal lengths from ten to 24 inches (Dallon f/8 also 40 and 60 inches); Schneider Tele-Xenar f/5.5 telephoto lenses with focal lengths from 180 to 500mm and prices in shutter from $79.95 to $399.95. Excellent lenses of unusually sharp rendition are the Zeiss Tele-Tessars f/6.3 of 320 and 400mm (12.8 and 16 inches) which, unfortunately, are no longer made; occasionally, they can still be found at the second-hand lens counters of large photo shops.

Reproduction (color reproduction of paintings). You need *a fully color corrected lens* capable of covering the entire negative in critical sharpness from corner to corner. I recommend the following lenses: Goerz Red Dot Artar lenses f/9; Zeiss Apo Tessar lenses f/9. Both are available in a number of different focal lengths for covering negative sizes from 4 x 5 to 8 x 10. As far as color correction and definition are concerned, the Apo Tessars are perhaps the finest lenses in the world. Needless to say they are also superbly suited to general photography but, as one might expect, are rather expensive.

—THE END

YOU GET RANGEFINDER SPEED

—FOR A WORLD OF ACTION



PRAKTINA FX, f/8
at 1/1000, on Plus X

PRAKTINA FX, f/11
at 1/100, on Plus X, K-1 filter

YOU GET REFLEX CONTROL

—FOR A WORLD OF BEAUTY

IN ONE INCOMPARABLE CAMERA

PRAKTINA

FX

You'd actually need two fine cameras to match the unlimited photographic range of the Praktina FX . . . world's finest single-lens reflex camera. The Praktina's unique 2-cameras-in-1 design lets you tackle anything in the wide, wonderful world of photography . . . and triumph brilliantly!

For those split-second action shots, Praktina gives you the speed, fast-handling and convenience of a 35mm rangefinder camera . . . and the film economy too. For those shots of tranquil beauty—portraits and landscapes—Praktina gives you the indispensable advantages of single-lens reflex photography: ideal composition and lighting control, through-the-lens visibility, brilliant-image ground glass focusing and freedom from parallax error.

Ask your photo dealer soon for a demonstration of the new Praktina FX . . . which **Modern Photography** magazine described as the camera that "comes close to the ideal."

And be sure to see Praktina's unique accessories—Bulk-Film Cassette that lets you take 420 pictures without reloading, Rapid-Sequence Spring Motor that takes 10 pictures in 5 seconds, the Electric Motor and Magnetic Remote Control that enables you to take pictures 75 feet away! If your camera dealer doesn't yet have the incomparable Praktina—and its superb accessories which make it the most versatile camera in the world—write us for the name of our dealer nearest you. From $239.50.

Amazing New RADIO-OPERATED PRAKTINA FX

First radio-controlled camera! Automatic operation up to a mile away! Without wires! Opens new vistas for amateurs and professionals! When used with the 50-Foot Bulk-Film Magazine, lets you take up to 420 pictures without reloading. Offers unlimited opportunities for surprise candids, nature, news, sport shots, social events—industrial, scientific, intelligence and surveillance work.

Standard Camera Corporation, 319 Fifth Avenue, New York 16, N. Y. MP-16

Mail this coupon today for your free copy of ☐ "Masterpiece of Simplicity," ☐ "Praktina FX 50-Foot Capacity Bulk Film Magazine," ☐ "Praktina FX Spring Motor." They're brand new booklets, packed with information about the incomparable Praktina FX, its valuable accessories and its many applications for sports, nature, professional, industrial and other specialized uses.

Name_____

Address_____

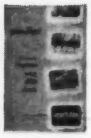
City_____ Zone____ State____

STANDARD CAMERA CORPORATION, Offices and Exhibit: 319 Fifth Avenue, New York 16, New York

enjoy your slides the automatic way with

Airequipt MAGAZINES

Thrill with your family and friends to your new-found professional showmanship! Airequipt Magazines insure trouble-free automatic projection without the fumbling and errors of one-at-a-time slide carriers. 36 slides are projected in sequence, remaining permanently indexed and protected in individual metal frames. Magazines are only $2.25. Your photo dealer has the flick-of-a-finger Airequipt Automatic Slide Changer for most popular projectors, with first magazine for only $14.95. You'll find the Airequipt system featured as standard equipment on many fine projectors.



Send for 12 pg. booklet, "25 Ways To Improve Your Slide Shows."

AIREQUIPT MFG. CO., INC., DEPT. M10C, 20 Jones St., New Rochelle, N. Y.

modern COLOR

by NORMAN ROTHSCHILD

How to choose and use color filters: the application for each, plus details on the relationship between trade names and numbers.

Last month's column centered around color film which required little or no use of filters. This month let's take up the ever-present problem of selecting filters for the many types of transparency color films.

This problem is generally quite a vexing one to the photographer who has to wade through a maze of trade names, numbers, and designations.

The information that follows is offered to help you understand the relationship between trade names and numbers, and the application for each type of filter.

Conversion Filters: These filters are used when color films are to be exposed by light sources vastly different from those for which they were originally intended.

Suppose your camera is loaded with an artificial light, or so-called "indoor," color film—such as Type A, Tungsten Type, Type F, or Flash Type—and you wish to shoot pictures in daylight.

In this instance you'd use a yellowish-orange or "salmon-colored" conversion filter over the lens because daylight is much bluer than the light sources for which these films are balanced.

The conversion filter recommended for Kodachrome Professional Type A when this film is used in daylight is the Kodak Daylight Filter for Kodak Type A Color Films, the Wratten 85.

You can also use it in the same circumstances to expose 16mm or 35mm Anscochrome Tungsten Type 532 film.

Accura, Enteco, Leitz, Tiffen, Walz, Zeiss, and other manufacturers offer similar filters under the designation "85" or "Type A." Ednalite calls its equivalent ChromA, while Harrison recommends its C-4.

You'll need a conversion filter when color films balanced for clear flashbulbs are to be exposed by daylight. These films include Ektachrome and Kodachrome Type F, and Anscochrome Flash Type.

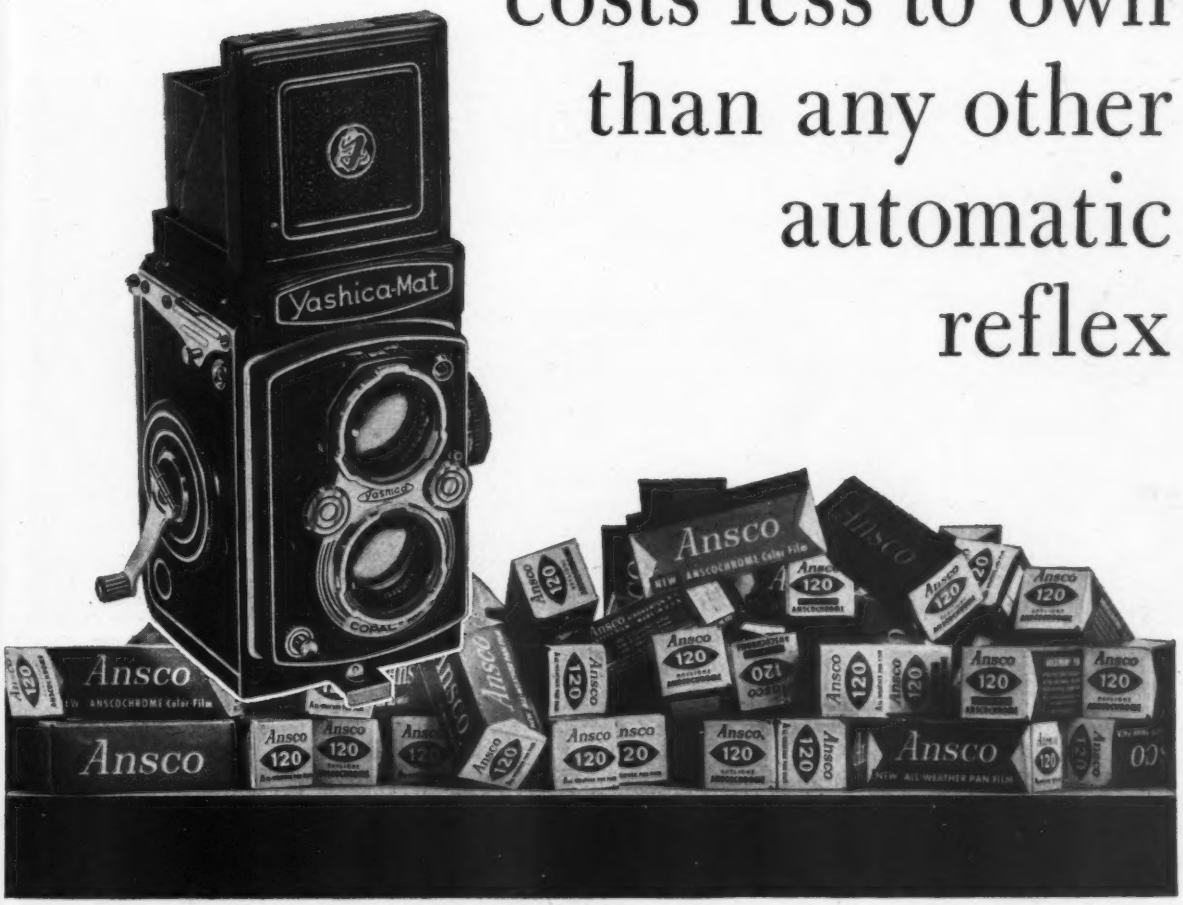
Here the filter recommended by the film maker is the Kodak Daylight Filter for Kodak Type F Color Films,

(Continued on page 36)

a new YASHICA·MAT

(even with 50 rolls of film)

costs less to own than any other automatic reflex



maybe you've seen such quality...but never at these prices!

Here is everything you could want in a fine reflex – quality – features – superb optics – and a price that sings, "easy to own." A single crank action advances the film, sets the shutter and prevents double exposures – automatically. The new Yashica-Mat features nine shutter settings from 1 to 1/500th second and bulb; four-element f:3.5 taking lens and f:3.2 viewing lens, both hard coated and color corrected; M and X flash synchronization; extra bright field lens focusing screen; delayed action timer; magnifier and eye level sports finder.

YASHICA-MAT $75.50; case 10.00

Yashica LM, with the convenience of a highly accurate, built-in exposure meter and these other fine features: shutter speeds from 1 to 1/300th second and bulb; twin f:3.5 lenses, hard coated and color corrected; extra-bright, field lens focusing screen; M and X flash synch; delayed action; magnifier and eye-level sports finder $59.95; case 10.00.

Yashica YASHIMA OPTICAL IND. CO., LTD., TOKYO, JAPAN

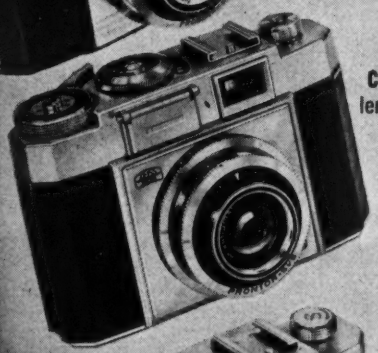
U.S. Address: Yashima Optical, 234 Fifth Avenue, New York 1, N. Y. *In Canada:* Anglophoto, Ltd., Montreal.

Great Buy
...new attractive prices
CONTINA

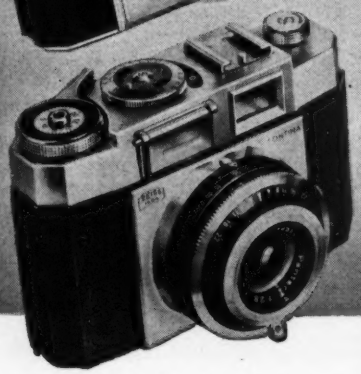
Made in West Germany

ZEISS IKON

CONTINA I with Novar f/3.5 45mm lens, $39.



CONTINA II with Novar f/3.5 45mm lens and built-in exposure meter, $59. With Novicar f/2.8 lens, $69.



NEW CONTINA III with convertible lens

Has built-in exposure meter and convertible Pantar f/2.8 45mm lens. Front element of lens is quickly interchangeable with wide-angle Pantar f/4 30mm and telephoto Pantar f/4 75mm component lens, $79.

Prices include tax. Cases extra.

Today's outstanding value in a 35mm camera! Ideal for both color and black-and-white.

The fine quality of the Continas will impress you instantly. And you'll find that they offer every feature for fast, easy picture shooting—rapid film wind, automatic shutter cocking, self-timer, picture counter, depth of field scale, double exposure prevention, etc. All Continas have a fully synchronized Prontor SVS shutter with speeds to 1/300, and their color-corrected 45mm lenses have great depth of field. Inexpensive Proxar lenses permit close-ups down to six inches.

At leading dealers.
Write for Contina booklet.

CARL ZEISS, INC., 485 Fifth Avenue, New York 17

EXTRA SAVINGS

Contina II in specially priced kit

For only $74.50* you get the Contina II with carrying case and the new Ikoblitz Fold-Fan Flash Unit. Camera has Novar f/3.5 lens and built-in exposure meter. Or for $84.50*, you can have the same kit, but camera fitted with Novicar f/2.8 lens.

*Saving of $4.45

MODERN COLOR

(Continued from page 34)

also known as Wratten 85C. Similar filters are offered by Accura, Enteco, Leitz, Tiffen, Walz, Zeiss, and other manufacturers under the designation "Type F" or "85C." The Ednalite term is ChromC, while Harrison offers a C-2 filter.

When Kodak daylight type color films are to be exposed by the light of photoflood lamps, Kodak recommends the use of the Kodak Photoflood Filter for Kodak Daylight Type Color Films, also called Wratten 80B. Similar filters are made by Accura, Enteco, Leitz, Tiffen, Walz, Zeiss, and others. Ednalite calls its filter ChromeBlue, while Harrison has a B-4 filter.

Ansco and Agfa recommend the older 80A filter for use with their daylight type films and photofloods. It's supplied by Enteco and other makers. Harrison offers an equivalent filter.

When exposing daylight type Kodak or Ansco color films to the light from clear (white) foil-filled flashbulbs, the Kodak Flash Filter for Kodak Daylight Color Films, or Wratten 80C, is recommended.

Similar filters are offered by Enteco, Tiffen, Walz, and other makers under the designation "80C," while Harrison offers a B-2 filter.

Ansco Conversion Filter Recommendations: except for printing gelatins, Ansco no longer supplies filters for camera use.

Where Ansco literature recommends No. 11 (salmon-colored) or No. 10 (blue) filters for their films, these may be purchased from makers such as Enteco, Ednalite, and Tiffen.

Skylight, Ultraviolet (UV), and Haze Filters: Skylight (1A) and UV filters are useful in photographing distant and marine scenes. They cut out scattered ultraviolet rays, minimizing the excess blue effect often seen in color shots of this type. They are also useful in warming up scenes made in the open shade, or on cloudy days.

The Skylight filter is pinkish, UV filters are yellowish.

The Skylight filter is generally recommended for use with Kodak film, but may be used with good results on Ansco and Agfa materials, too.

UV filters are recommended for Ansco materials.

Practically all filter makers offer Skylight or UV type filters. The haze filter is an older version of this class of filters, gives somewhat less correction. It is still supplied by Enteco, Ednalite, Tiffen, and Harrison.

Kodak Light Balancing Filters: These are generally used to change the color quality of the light in order to secure proper color rendition when using artificial light films. They also control the color temperature of tungsten light sources. Light balancing filters are helpful, too, when either warmer or colder color rendition is needed.

Two series of light balancing filters

(Continued on page 38)

With Sylvania Press 25's this out-of-the-world shot of Wilbur De Paris is in the bag!

"When I want to be sure—I use Press 25"

HOWARD SPIVAK, ASMP,
free-lance photographer

"Sure it pays to experiment with fast films and existing light. But when I have only one crack at a picture . . . just one chance to come up with a negative that's going to have the impact that editors demand today—I make doubly sure—and shoot with a Sylvania Press 25 Flashbulb."

• • •

WHY DO SO MANY PROS INSIST ON SYLVANIA FLASHBULBS?

Sylvania Flashbulbs are triggered by a quick-firing filament *3 times thinner than a human hair* . . . powered by a super-sensitive primer . . . have firm-seating bases that insure full electrical contact at all times. This means uniform, instantaneous light *every time!* Sylvania Flashbulbs are first choice with amateurs and professionals alike . . . *outsell all other flashbulbs combined.* Before you buy—look for the Blue Dot. It's flash-shot insurance!

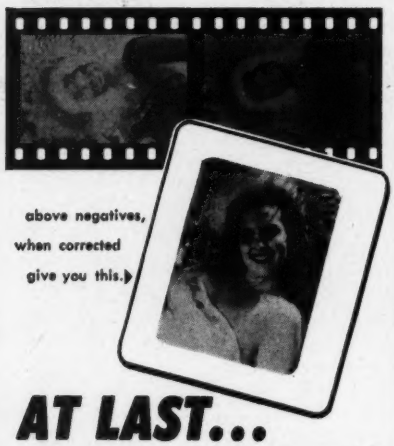
SYLVANIA ELECTRIC PRODUCTS INC.
1740 Broadway, New York 19, N. Y.

Look for the Blue Dot . . .
it pays off in finer flash pictures

SYLVANIA

outsells all other brands of flashbulbs combined

underexposed overexposed



above negatives, when corrected give you this.

AT LAST...

your under and overexposed 35mm Color Shots can be corrected when taken on the new

EASTMAN 35mm
Negative Color Film
spooled, packaged and processed by Lance Color Studios

HERE'S WHAT YOU GET:

- Color negative strip *plus* mounted slides.
- No wasted shots due to under and overexposure. Negative color film permits correction and compensation when making duplicate slides or color prints.
- Prints and enlargements can be made from color negative on Kodak Type C paper — on a quality par with costly dye transfer process.
- Duplicate slides made from your color negative always equal in quality to the original slides.
- Extra Safety — Your original negative is always available to replace valuable slides or prints that may have become mutilated or lost.
- Added Luminosity in projection, because the slides are more transparent than those shot on ordinary reversal film.
- Black and White enlargements of excellent quality can be made from your color negatives.
- Same film used indoors or outdoors.

20 EXPOSURES including processing of Negative and mounted Transparencies! **$3.75**

Also available for the professional or amateur wishing to make color enlargements only.

20 EXPOSURE Roll including processing of negative only. **$2.25**

At Better Photo Dealers everywhere
Or write us for name of nearest dealer

LANCE COLOR STUDIO
134 W. 32nd St. N. Y.

MODERN COLOR

(Continued from page 36)

are supplied: bluish (cooling) and yellowish (warming). The bluish series includes Wratten Nos. 82, 82A, 82B, and 82C. The yellowish series includes Wratten Nos. 81, 81A, 81B, 81C, 81D, and 81EF. All filters are listed in order of increasing density.

Accura, Enteco, Tiffen, Walz, and other makers supply similar filters using the same number designations. Leitz supplies a Type FP filter which is roughly equal to the 82A. Walz supplies a "Morning and Evening" filter which also is similar to an 82A.

Color Toning Filters: These Ednalite products are similar to light balancing filters and may be used for similar purposes. They are supplied in a CTY yellowish or warming series and in a bluish CTB cooling series. A listing of these filters with their approximate equivalents in parentheses follows: CTY-1(81), CTY-2(81A), CTY-3-(81B), CTY-4(81C), CTY-5(81-D), CTY-6(81EF); CTB-1(82), CTB-2-(82A), CTB-3(82B), CTB-4(82C).

Color Compensating Filters: These are used in color printing and transparency duplicating and to control the color quality of certain light sources such as fluorescent tubes.

They may also be used to create special color effects.

Kodak supplies these in six hues—blue, green, red, yellow, magenta, and cyan; and in six densities of each color.

Ansco offers three colors: yellow, magenta, and cyan; in seven densities.

The Kodak filters are available mounted in glass or in gelatin form. All are suitable for use in front of the lens if desired.

The Ansco filters are supplied in gelatin of "printing" grade only, and should be used in enlarger "color heads," but not in front of the lens.

Light Corrector Filters: These are supplied by Harrison and Harrison in two hues, bluish and yellowish, and in eleven evenly spaced densities of each.

They are recommended for use in controlling color temperature of light, for securing correct color balance under a very wide variety of daylight and artificial light conditions with all color films. Certain densities are used as conversion filters. They also are designed for use with Harrison and other color temperature meters.

Decamired Filters: Decamired filters allow wide control over color temperature with only six filters, three reddish (or "R" series), and three bluish (or "B" series). You can use them individually, or in any combination.

The Gossen color temperature meter is specifically designed for use with these filters. They also may be used with other color temperature meters.

Enteco supplies Decamired filters in a wide variety of series sizes to fit all cameras, in kits of six, or individually.

Rollei supplies a Decamired series mounted for Rollei and similar cameras only.—THE END

DIRECT by MAIL
KODACHROME
PROCESSING
Licensed by Eastman Kodak
8mm
16mm
35mm

SAVE MONEY — SAVE TIME

8mm Spool $1.00
8mm Magazine (with Mag.) 75
16mm 50 ft. Spool 1.50
16mm Magazine (with Mag.) 1.00
16mm 100 ft. Spool 2.50
35mm 20 Exp. Slide mtd. . **1.00**
35mm 36 Exp. Slide mtd. 1.75
Stereo 15 pair Mounted 1.75
Stereo 28 pair Mounted 2.25

REMIT AT ABOVE RATES WITH FILM
DO NOT SEND SEPARATELY!
Send Cash, Check or M.O. No Stamps or COD'S

FREE: MOVIE FILM MAILING LABELS OR 35mm Bags . . . JUST MENTION SIZE: 8mm Spool or 8mm Magazine, 16mm Spool or 16mm Magazine or 35mm Bags.

ALSO:
8 & 16 Black & White Processing ANY BRAND REVERSAL FILM, Plus X, Tri X 930, 931, etc. AT LOWEST RATES!
SPECIAL RUSH SERVICE ON SPORTS FILM!
Send for Details

SOLAR
CINE PRODUCTS, Inc.
4247 S. Kedzie • Chicago 32, Ill.
FILM PROCESSING SPECIALISTS Since 1937

FOR SALON QUALITY PRINTS
SUN RAY

Americas Best Enlarger Buy
From $52.50
AT LEADING DEALERS OR WRITE FOR LITERATURE
SUN RAY PHOTO CO., INC.
301 Lafayette St.
New York 12, N. Y

Kodachrome and Ektachrome
(35mm or MOVIE)
Quick Return By Mail
Processed
By Experts in Rochester
Get Big Discounts up to 20% OFF

You're sure of highest quality from the world's center of photography. In Rochester the latest know-how and techniques are used by skilled color specialists. Confidently mail exposed film direct to PHOTO Town, and enjoy the convenience of its quick return to your mailbox. Write for discount list on Kodachrome, Kodacolor, Ektachrome, Anscochrome film and prints, and FREE mailer.

*Photo*Town, INC.
BOX 595
ROCHESTER 2, NEW YORK

CREATIVE PHOTOGRAPHY
Not a "school." A different KIND of learning—different in method and results. ". . . noted for its unique teaching approach."—Jacob Deschin, N. Y. Times. 39th year. Write for booklet M-54.
RABINOVITCH PHOTOGRAPHY WORKSHOP
40 W. 56 New York 19

ALL YOU HAVE TO DO IS LOOK!

Keystone

REMOTE CONTROL, FULLY-AUTOMATIC 2"x2" SLIDE-SHOW PROJECTOR

K-310 300-WATT PROJECTOR
with Case, 40-Slide Tray

$89.95 remote control timer, $14.95

NOW . . . THE ONLY FULLY-AUTOMATIC, TUNNEL-TYPE PROJECTORS AT THIS PRICE . . . (almost $50 less than other makes). Set the remote control timer for desired interval; sit back and enjoy yourself! Projector will automatically show each slide, change to next one . . . through entire tray of 40 slides. Super-Optic beam shows pictures up to 51% brighter, sharper than any other projector. Built-in chamber for permanent file tray; blue-light "eye-ease" filter between changes. See the K-310 at your Keystone dealer's. Easy budget terms. (Also at your dealer's: Keystone K-500D Automatic 500-Watt Slide-Show Projector, $114.90 complete with remote control timer; Keystone K-300 Automatic 300-Watt Slide-Show Projector with easy lever-operated slide advance, $69.95.)

CHECK ALL THESE ADDITIONAL FEATURES:

- Single-acting switch for motor and lamp.
- 4" Magna-Scope f3.3 coated, color-corrected lens. Superior corner/center ratio and resolution.
- Pressurized cooling keeps slides safe.
- Exclusive louver design directs light and air away from operator's face.
- Universal 40-slide tray provides permanent index slide file, accommodates 2" x 2" slides in glass, cardboard, metal mounts.
- Lightweight, die-cast aluminum for years of service.

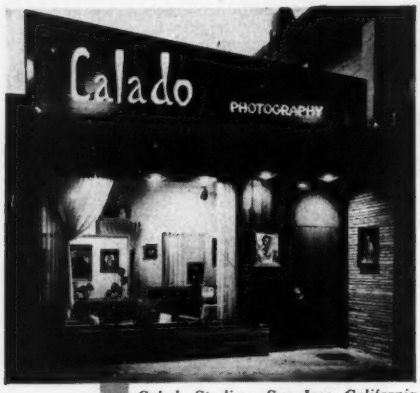
Keystone

Registered in your name with a lifetime guarantee . . . backed by 35 years of precision engineering in the photographic field.

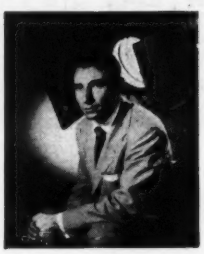
Keystone Camera Co., Inc., Boston 24, Mass. Movie Cameras & Projectors, Slide Projectors © 1957

Sitting Pretty!

He trained for his successful photographic career at..... BROOKS INSTITUTE OF PHOTOGRAPHY



Calado Studios – San Jose, California



Procopio C. Calado
and Here's what he says about his Brooks training:

"I attribute my success to the skillful way in which the instructors at Brooks helped me develop my creative abilities. Their personalized instruction was keyed in an outstanding manner to my needs. The training in modern business procedures was most helpful, also. Undergirding these, too, was a firm foundation in the scientific techniques of modern photography, both black-and-white and color."

You too can be *"Sitting Pretty"* for life by

"Learning to Earn"

in PROFESSIONAL PHOTOGRAPHY at BROOKS INSTITUTE

in the semi-tropical climate
of beautiful Santa Barbara
"Where the Mountains meet the Sea"

The Gateway to a Photographic Career

FREE Complete descriptive material of the unique BROOKS "Learn By Doing" system. Mail coupon today!

BROOKS INSTITUTE. Dept. 4
Santa Barbara, California
Gentlemen: Please send me full descriptive literature. I am interested in
☐ 28-month course ☐ Short Course (still)
☐ Motion Picture Course
Name.....
Street.....
City..... Zone.... State.....
☐ I am a Veteran ☐ Non-Veteran

BROOKS INSTITUTE COURSES:

- **Complete 28-month Course in:**
  Professional Portraiture
  Illustrative Photography
  Advertising, Fashion, General Commercial, Pictorial-Journalism
  Color Printing and Techniques
  Motion Picture Production
- **Short Courses**
  Tailored to individual's special needs. One week or more. May enter at any time.
- **Motion Picture Course**
  From Script to Screen . . . Commercial, Television, Documentary

Co-Educational • Approved for Veterans Placement Service

MAIL COUPON TODAY!

NEW products

Kalimar A Loads Easily

If you are looking for a low-priced 35mm camera that's easy to load, you may want to inspect the Kalimar A. The hinged back opens for loading and cannot be closed until film is properly seated. The Kalimar has a Terion 45mm f/3.5 lens and speeds from 1/25 to 1/150 sec., plus B. Other features include double exposure prevention, built-in X flash synchronization, fingertip focusing control, and frame counter. Price is $24.95. For additional information, write:
KALIMAR, INC.
1909 S. KINGSHIGHWAY BLVD., ST. LOUIS, MO.

Lord 35mm Camera Has 40mm Lens

A semi-wide-angle lens on the new Lord 35mm camera gives you a greater angle of view than commonly found with "normal" 50mm lenses. The lens is a Hihkor 40mm f/2.8 that can be focused from 2.5 ft. to infinity. The camera has a single-window range-viewfinder; Seikosha MFX shutter with speeds from 1 to 1/500 sec. and B; rapid film advance lever that also cocks shutter and sets film counter in one operation; and a "snapshot lock" that automatically adjusts settings for snapshots. Price of the Lord 35mm camera is $59.95. For additional information, write:
ALLIED IMPEX CORP.
17 W. 17 ST., NEW YORK 11, N. Y.

Kalimar Single-Lens 2¼ x 2¼

If you want a single-lens reflex camera with interchangeable lenses, and 2¼ x 2¼ negative size, the new Kalimar single-lens 2¼ reflex may be for you. Standard lens is the Kaligar 80mm f/3.5 lens with a viewing angle of 50°. It has click stops to f/22, focuses from infinity to 3½ ft., and has a preset diaphragm. A 150mm f/4 telephoto lens and a 52mm f/3.5 wide-angle lens are available. The shutter is the focal-plane type and the mirror in the reflex viewing system has an instant return feature. It drops back into place as soon as the exposure has been made. Shutter

(Continued on page 42)

COMPONON f:4/50mm

XENOGON f:2.8/35mm
(for Leica)

for your 35mm camera, or enlarger, choose lenses by Schneider. By insisting on this famous name, you insure unmatched sharpness and brilliancy even in your most critical work. For these optical masterpieces are acclaimed by professionals and amateurs throughout the world as absolutely supreme. Your dealer has these Schneider lenses in stock, or will quickly get them for you. Visit him to-day, or write for Schneider literature.

Quality Lenses

FROM SCHNEIDER

FOR YOUR 35mm WORK

TELE-XENAR f:5.5/360mm
(for Kine Exakta)

TELE-XENAR f:3.5/135mm
(for Leica)

in focusing mount for
EXAKTA VX, EXA (bayonet)
PRAKTICA, CONTAX S&D, PENTACON,
PRACTIFLEX FX, (Screw-in)

Radiogon	4.0/35mm pre-set	$ 84.95
Isogon	4.5/40mm	54.95
Xenon	1.9/50mm (Stopomatic)	169.95
*Xenon	2.0/80mm	159.95
Xenar	2.8/50mm	64.95
Xenar	3.5/50mm	54.95
Tele Xenar	3.5/90mm pre-set	89.50
Xenar	4.5/105mm	69.95
Xenar	3.5/105mm	79.95
Xenar	4.5/135mm	84.95
Tele Xenar	3.5/135mm (Stopomatic)	144.50
*Tele Xenar	3.5/135mm pre-set	129.50
Tele Xenar	5.5/150mm	64.95
Tele Xenar	5.5/180mm	84.95
Tele Xenar	5.5/200mm pre-set	124.50
Tele Xenar	5.5/360mm pre-set	214.50
*Screw-in mount only		
	for LEICA	
Xenogon	2.8/35mm (coupled)	89.95
Tele Xenar	3.5/135mm (coupled)	114.50
	for enlarging	
Componon	4.0/50mm (regular mount) (Leica mount)	49.50

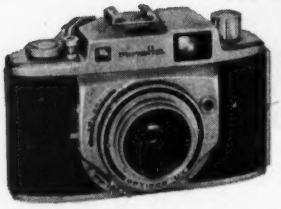
TELE-XENAR f:3.5/135mm
(for Kine Exakta)

TELE-XENAR f:3.5/90mm
(for Kine Exakta)

Schneider **LENSES...** *Classics of Optical Precision*

U.S. Distributor: **BURLEIGH BROOKS, Inc. • 10 West 46th Street, New York 36, N.Y.**

Minolta 'A'



MINOLTA

...the only less-than-$50 camera with a 4-element lens

It's an established fact in lens designing, that with each additional element, the corner-to-corner sharpness and over-all picture quality are progressively improved. That's why the Minolta 'A' with its 4-element lens, gives better pictures than any other camera in its price range... for all others have a lens with only 3 elements. And, that's not all... this fine Minolta lens is the famous Rokkor f/3.5.

Add to this, a single-stroke film advance and shutter-set lever... a brilliant, single-window, coupled range/viewfinder... a fully synchronized Optiper MX precision shutter (speeds 1 to 1/300th sec.) with exclusive shutter speed selector wheel on top... click-stop diaphragm... and it's obvious that the Minolta 'A' is the outstanding value in 35mm cameras for only..... **$49.95**

(Leather case and accessories available)

Also, ask to see the New Minolta 'A-2' featuring 'lumi-frame' coupled range/viewfinder and famous Rokkor f/2.8 lens..... ONLY $69.95

CHIYODA KOGAKU SEIKO CO., LTD., Osaka, Japan
New York Office.....150 Broadway, New York 38, N. Y.
U. S. Sales Agent.....The FR Corporation, 951 Brook Ave., New York 51, N. Y.
Canadian Agent.....Anglophoto Ltd., Montreal, Toronto, Vancouver

NEW PRODUCTS

(Continued from page 40)

speeds range from 1/25 to 1/500 sec., plus B. Advancing the film cocks the shutter and sets the exposure counter. Other features include full flash synchronization, flange back for loading and unloading, shutter speed dial recessed in film transport knob, focusing magnifier, and provision for intentional double exposure. Price of the Kalimar Reflex with Kaligar 80mm f/3.5 lens is $99.50. For additional information, write:

KALIMAR, INC.
1909 S. KINGSHIGHWAY BLVD., ST. LOUIS, MO.

Walz Color Temperature Meter

A color temperature meter is a handy device to have when exposing color film to other than specified light sources, or when attempting unusual effects. The Walz color meter measures the Kelvin temperature of the light source, and indicates directly the right filter to use for all available color films. You can operate it with one hand, setting the film and lining up the needle. Both Kodak and Walz filters are shown on the dial. Price is $39.95, with case and hand strap. For additional information, write:

U.S. PHOTO SUPPLY CO., INC.
6478 SLIGO RD., WASHINGTON 12, D. C.

New Meter has Three Ranges

Here's a new low-priced meter that its manufacturer claims can be used under some of the poorest lighting conditions. The basic meter, the Kalimar A-1, has two scales, one for bright light readings and the other for dull light conditions. The lid is kept closed for bright light and the index turned to *Closed Bright*. The other setting is *Open Dull*. The A-1 may be used for incident or reflected light readings. The Model B-1 64X booster, an auxiliary photocell, can be plugged into holes in the A-1 meter for low level incident light readings. The lid of the photocell is opened and a booster scale brought into use. Price of the Model A-1 meter is $6.95, plus $2 for the case. The Model B-1 exposure meter is identical to the A-1 but includes the booster cell and is priced at $11.95. The booster, purchased separately, is $3.50. For additional information, write:

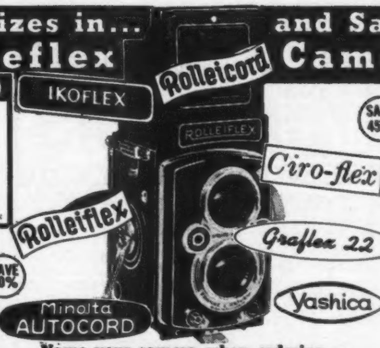
KALIMAR, INC.
1909 S. KINGSHIGHWAY BLVD., ST. LOUIS, MO.

Royal-X Pan Available in Roll Film

Eastman Kodak has for the first time departed from its usual adherence to American Standards Association methods for rating films. In its announcement that Royal-X Pan is available in 120 and 620 roll film, Eastman indicates that a rating of 1600 can be used for the film with most meters. The ASA procedure for determining film speed index calls for a rating of 650 for Royal-X Pan, including full safety factor. Because Eastman feels that the safety

(Continued on page 46)

Spiratone Specializes in... Twinlens Reflex and Saves You Plenty on Camera Accessories



Name your camera when ordering — many other accessories in this advertisement (cable releases, gadget bags, tripods, etc.) also well suited for your Twinlens. If in doubt, write us!

FIELD LENS $2.00

SAVE 60%

A SENSATIONAL SPIRATONE EXCLUSIVE WORTH 2½ TIMES AS MUCH

A flat thin Fresnel ring plate which fits over groundglass in your reflex camera, greatly increasing brilliance of viewing image, making the often almost invisibly dark corner image ten times brighter! No installation—just drop fieldlens onto groundglass. Postpaid. Deluxe Field lens with clear centerspot for easy focusing $2.49. *For Rollei, Graflex '22', Ciroflex, Ricoh, Minolta, all others*

35MM ADAPTER FOR ALL TWINLENS REFLEX CAMERAS

SAVE 40%

Without installation, the Junior Minidapter enables you to use 35mm film in your 120 Rolleiflex, Rolleicord, Ciroflex, Graflex 22, Minolta, etc. —yet, you can change back to your regular size any time you wish. Minidapter comes complete with groundglass mask, cartridge adapters, counter, ready for use. *Shpg. Chge. 15c* $3.95

SR. MINIDAPTER has additional finder (for vertical and horizontal shots), special bracket for finder and counter. REG. $9.95 .... $5.95

PARALLAX-ADJUSTER FOR ALL TWINLENS REFLEX CAMERAS

Sh. Chg. 20c $1.98 Compensates for difference between viewed and exposed images — works even with extreme closeup lenses!

2¼ SQ. GLASS BINDERS AS LOW AS 5¢ Ea. in quantities

SAVE 55%

At last— an economical type-on mount with 2¾ x 2¾ outside dimensions to fit standard viewers, projectors. Each binder comes complete with two glasses. *Sh. Wts. 4, 7, 12 & 36 lbs.* 50 for $3.85—100 for $6.95—400 for $24.00—1200 for $80.00

Sample Package of 12 — $1.25 *postpaid*

BAYONET COATED FILTERS

SAVE 30%

For Rollei F:3.5, Minolta Autocord, Yashica ea. $2.98—3 for $8.49

Your choice of red, green, yellow, 82A, 80B, 85C, Skylight.

Special Square Bayonet Shade $2.98

NOW—for the Twin Lens Reflex Fan SPLIT-IMAGE RANGEFINDER

IN FOCUS — OUT OF FOCUS

- For Rolleiflex, Rolleicord, Ciroflex, Graflex 22, Minolta, Yashica.
- Breaks straight lines at an angle until perfect focus is reached.
- Wonderful for poor light focusing.

Rangefinder is built into groundglass which replaces your present groundglass. Complete instructions supplied, simple installation (or your local mechanic can do it at nominal cost). A "must" for the photographer who insists on perfect focus.

REG. $5.95 — $2.98 PPD.

MAGNIFYING HOOD $2.95 PPD

SAVE 45%

FOR ALL TWIN LENS REFLEX CAMERAS

Twin magnifier makes possible accurate focusing and composing of entire groundglass image with BOTH EYES and at comfortable distance, while protecting groundglass from glare. Saves eyestrain, helps accuracy, dim light focusing. Instantly removable and collapsible. For Rolleis, Graflex 22, all others

COMBINATION OFFERS:
Magnifying Hood plus deluxe Fieldlens $4.50
Magnifying Hood plus split-image rangefinder $4.99

300 WATT — BLOWER COOLED 2¼ SQ. PROJECTOR

$29.95

Beautifully styled, quiet efficient blower, all metal construction, fast 5" f:3.5 lens system, smooth slide carrier accepts all mounts—needle sharp projection to virtually any size—quickly adapts to 35mm, and superslides—fingertip elevator.

PARALLAX CORRECTING CLOSE-UP SETS $2.95 EA.

BOTH for $5.79

Perfect portraits and close-ups every time — sets fit cameras without any adapters, are guaranteed to equal $20.00 sets in performance. #1 set focuses from 38" to 20", #2 set from 20" to 13". Low $2.95 price includes 2 close-ups lenses, prism. Leather case, single 39c, double 69c.

Coating of taking lens — 50c extra per set *Shipping Charge 10c*

BAYONET MOUNT for Rolleiflex (f:3.5) Rolleicord Minolta Autocord Yashica C, LM
SLIPON MOUNT for Ciroflex, Yashica A Graflex 22

5 FT. COILED FLASHCORD $2.35 PPD.

SAVE 40%

For New ROLLEI with lock, Minolta, Graflex 22, Yashica

Name your gun when ordering.

CLOSEUPS ARE SIMPLE

and inexpensive, when you buy your closeup accessories from Spiratone, the only firm specialized in low-cost closeup photography equipment.

CONTINUOUS FOCUSING AND 135MM TELEPHOTO OUTFIT

From X" to infinity, with your EXAKTA, PRAKTIFLEX, PRACTICA, CONTAX S, D, DA, PENTACON.

$34.90 COMPLETE

Outfit includes genuine Folding Bellowscope, 135mm f:4.5 coated lens with clickstops, Proxiscope Sr.—the most versatile equipment you can get for your camera. *Sh. Cost $1.00*

From X" to infinity, with your LEICA*, CANON.

$73.95 COMPLETE

Outfit includes famous Accura Reflex Housing with waist and eyelevel finders, genuine Folding Bellowscope, 135mm f:4.5 coated lens with clickstops — a complete reflex focusing and composing, closeup to infinity, telephoto outfit for less than the cost of a good lens alone! *Sh. Cost $1.00* *not M3

185MM LENS CONVERTER, makes 135mm into 185mm lens, for either of above outfits .... only $3.95

BELLOWSMAT

The sensational new 'view-camera' Bellowscope, with rising front and back, swinging front, rotating back $29.95 or, in place of Folding Bellowscope, add $10.00 to outfit prices.

AUTOMATICALLY COUPLED DOUBLE CABLE-RELEASE

$2.95

a must for use with automatic lenses when extension tubes or Bellowscope are used, reg. $7.50—our price $4.95, or $2.95, if bought together with our bellows or tubes.

6-PC. EXTENSION TUBE SET

for Kine Exakta, Exa. This set contains two precision-fitted brass adapters and four tubes, 5mm, 15mm, 30mm and 45mm, providing the greatest possible range of closeup work from a 3.4 reduction to a 2.2 magnification ratio. *Shipping Charge 35c.* $7.95

6 pc. set but with one FOCUSING TUBE from 40mm to 55mm, alone a $10 value. Complete set $11.50.

4-PC. EXTENSION TUBE SET

for Praktica, Praktiflex FX, Contax, S, D, DA, Pentacon $6.95

This exceptionally well-made set includes in addition to the usual 5mm, 15mm and 30mm tubes a 45mm tube, thus permitting up to 2X magnification, when the complete set is used: a tiny object, ½" x ¾" can be made to fill the entire 35mm negative or transparency! *Shipping Charge 35c.*

4 pc. set, but with one FOCUSING TUBE, alone a $10.00 value, increasing maximum extension to 100mm. $9.95

PROXISCOPE SR.

WITH ELEVATING ACTION $4.95

An absolute must for any kind of closeup and copy work. Doubles up as perfect elevating attachment, with both tripod and camera fittings for horizontal as well as vertical fastening of camera.

- A deluxe version of the most useful camera accessory for every practical photographer.
- Permits minute adjustments in a 4½" range on its geared track, with a positive lock at any desired point.

Shpg. Chg. 50c.

EXTREME CLOSEUP STAND $3.95

Makes closeups of coins, stamps, flowers, insects or any other small object with the simplicity of a snapshot of your child! Your camera—any 35mm. 2¼ x 2¼, 2¼ x 3¼ camera—is automatically centered, no focusing necessary, no need to watch parallax. Doctors, dentists, botanists, stamp and coin collectors waited for this accessory! Legs are removable for pocket-size storage. *Shipping Cost 15c*

FREE with orders over $3.00, or send 25c for CLOSE-UP DICTIONARY—contains all needed tables, too.

EXTREME CLOSEUP LENSES

can be used with any camera—with the greatest of ease and with no extra accessories. You can get as close as 8" with a Plus 4, 7" with a Plus 5, 5½" with a Plus 6, 3½" with a Plus 10. You can use two extreme closeup lenses, with a double retaining ring, for even more extreme closeups. With a Plus 5 lens, you can fill the complete 35mm frame when reproducing a postcard: a Plus 10 lens is just right for insects, stamps and coins. Extreme Closeup lenses make macrophotography possible, with a tiny investment. All exc. Plus 10, mounted in metal rings.

	Ser. V	Ser. VI	Ser. VII
Plus 4	1.75	2.00	3.25
Plus 5	1.95	2.30	3.75
Plus 6	2.25	2.75	4.25
Plus 10	2.65	3.25	5.25
Dbl. Ret. Ring	.85	.95	1.50

GOOSENECK LIGHT ATTACHMENT $5.95

With C clamps, fits copy-stand or enlarger pole. 2 bullet reflectors, $1.00 addl. *Sh. Wt. 4 lbs.*

DELUXE COPYING STAND

Designed by us for use in conjunction with closeup lenses, extension tubes, bellows attachments, to complete with a moderate investment, your closeup and copying equipment. Strong enough for a 4x5", yet compact in storage (two-piece post) and equally well suited for copying, medical, scientific work and movie titling. Camera bracket permits centering of camera over subject. 15x18" baseboard is very practical for large originals, 1½" diameter pole is 38" high. *Shipping Weight 11 lbs.* $12.95

PRO COPY OUTFIT

Stand, light att. w. reflectors, Proxiscope Sr., all as illus. $24.99

CLOSEUP (Portrait) LENSES

bring within every photographer's reach subjects which would be too small if photographed at the regular 3 ft. closest camera setting: Head and shoulder portraits, children's pictures, copy work—a whole new field of picture taking. All Closeup Lenses are mounted in metal rings, have diopter power engraved on rings.

	Coated	Deluxe
Ser. IV	1.54	1.15
Ser. V	1.94	1.30
Ser. VI	2.44	1.50
Ser. VII	3.34	2.00

Plus 1 focuses from 38" to 20", Plus 2 from 20" to 13", Plus 3 from 13" to 10"—for versatility, you will want set of all three Closeup Lenses. *Shpg. Chge. 1-4—10c.*

FOLDING BELLOWSCOPE

$14.95

Available for: Leica, Canon, Kine Exakta, Exa, Praktica, Praktiflex FX, Contax S, D, DA, Pentacon

FREE with this FOLDING BELLOWSCOPE: PROXISCOPE SR. a $5.00 value.

The most useful of lens-to-camera closeup accessories. It weighs only 5 oz., has fine leather bellows and a geared track with a positive lock. A sturdy, accurate frame assures proper alignment. An extension range up to 5" is provided, with magnification factors engraved on the track. *Shpg. Chge. 70c* Leather Pouch $1.39

NEW 1957 DOUBLE-TRACK FOLDING BELLOWSCOPE, extra sturdy. Reg. $29.95, a Spiratone first at.... $18.95

For critical LEICA owners

UNIVERSAL ZOOM FINDER 28mm to 135mm $17.95

SAVE 40%

LATEST MODEL

For Leica, Contax, Argus, instantly shows correct lens to use! Parallax-corrected. FREE Leather Case with Zoom Finder *Shpg. Chge. 35c*

While They Last — Brand New! 135MM f:3.8 TELE for LEICA, CANON $39.95

Coated & color corrected

Guaranteed the sharpest lens you can buy—regardless of price! Rangefinder-coupled, elegant lightweight mount, depth of field scale—at an unbelievable saving! For Leica M3, add $5.00 *Shipping Charge 75c* Suede Leather Pouch $1.95 Matching 135mm Finder $8.95

35MM F:3.5 WIDEANGLE, CTD., COLOR-CORR., RF COUPLED, CLICKSTOPS, (Leather Case $2.00 extra) $39.95

SYNCH YOUR OLD LEICA, CANON FOR FLASH OR STROBE $3.49 PPD.

No installation—just one quick adjustment over release button and you are all set for flash shots at speeds to 1/30th. Tripper accepts standard flashcord—or buy from us with flashgun to fit accessory clip.

Famous GEISS KONTAKT, synchronizes Leica IIIA, IIIC, cameras even at high speeds, was $19.95 $6.95, *Shipping Chge. 35c*

Fan-type BC Pocket Flash w. tripper $8.39; w. Geiss $11.79 BC Batt. $1.00

LEICA M-3 ADAPTERS

SAVE 50%

for 35mm, 50mm, 90mm, 135mm Leica-Canon Lenses 5.00 each

Deluxe Metal CASETTE

SAVE 40%

2 for $4.15 ppd. 5 for $10.00 for all Leica models incl. M3

LENSCAPS

for LEICA, Rear or Body $1.00, Front $2.00. *Name lens.*

Focusing GROUNDGLASS for LEICA, CANON

$4.95 Permits checking of lenses, composing, focusing for closeups.

COMB. OFFER: Focusing Groundglass + Focusing Extension Tube for Leica, a $15. value $10.50

Ground Glass & Folding Bellowscope $17.50

Focusing Tube, calibrated to show correct subject-to-lens distance for small objects $5.95

CHANGING BAG

ONE OF THE MOST IMPORTANT "TOOLS" OF ANY PHOTOGRAPHER

Double zippered inner and outer bags, made of the finest cloth, make this bag 100% light proof even in brightest sunlight.

Whether for use in an emergency, with a film torn or pulled off the spool in a 35mm camera, or for reloading cut film holders or for developing film when no darkroom is available . . . the changing bag is justly referred to as a "portable darkroom". 17"x16" working space plus elastic sleeves.

All these features at the lowest price a quality changing bag that was ever offered at. *Shipping charge 25c.* $3.95

PROFESSIONAL MODEL: 27"x30" working space, ($11.00 value) *Shipping Charge 50c.* $6.95

Top Grain Cowhide JUMBO PRESS BAG $15.89

16"x 11"x 6", the size bag you expected to pay $50.00 for! And made of a beautifully finished topgrain cowhide, too! No zippers—just bend cover back and everything becomes accessible. Felt-covered adjustable partition, imported hardware, long shoulder strap, attached to strap around bag for easy carrying of tripod. *Shpg. Wt. 6 lbs.*

ECONOMY SIZE, 11" x 9" x 6", same construction as above 10.49

SPIRATONE INC.

369 7th AVENUE, NEW YORK 1, N. Y.

SAVE UP TO 50% ON

Remote Control Unit For Airequipt

Now you can operate your Automatic Slide-changer (Airequipt, Brumberger) at distances up to 15 ft. — a feature you'd have paid $50.00 more for in other projectors!

WAS $29.95 — $14.95 when bought with 12 or more magazines

AIREQUIPT MAGAZINES

2 for $3.18 12 for $18.95 *Sh. Wts. 2 & 6 lbs.*

12 magazines and Remote Control ... $33.90* Remote Control (when bought alone)... $19.95*

Shipping Weight 3 lbs. *Argus Model $5.00 extra

6 AIREQUIPT MAG., in luxurious metal case (holds 12), alone a $7.95 val. *Sh. Wt. 8 lbs.* $12.47

12 AIREQUIPT MAG. in lux. metal case,..... $21.89

Shipping Weight 11 lbs.

SLIDE TRAYS for TDC, VIEWLEX

Changematic, Projectomatic, Powermatic

Extra strong plastic trays, hold 30 cardboard and glass slides, intermixed, with index. *Shpg. Wts. 3, 7, 22, 50 lbs.*

LOWEST PRICES EVER! 30¢ ea. in lots of 12

4 for $1.95 | 12 for $4.98 | 48 for $17.95 | 120 for $36.00

12 Trays in metal deluxe case, a $13 value ...$7.95 *Shpg. Wt 8 lbs.*

FREE (on request) with each 12 trays: sturdy Carry Case.

SLIDE TRAYS for REVERE 553, 555, 888

Sturdy trays, hold 36 cardboard and glass slides, intermixed, with index.

12 in carrying case. $8.95

12 in deluxe storage case, $13.49

Shpg. Wt. 6 lbs.

REVERE 888 SPECIAL: Remote Control 15 ft. Release plus 12 slide trays in Carry Case.....$12.49; in deluxe storage case.....$16.89

Deluxe Storage Case for Revere Trays, leatherette-covered. Reg. $8.95, Spiratone priced at $5.95

FREE with 12 trays or 6 magazines: 10 2x2" COLOR SLIDES or 36 exp. 35mm MICROFILE FILM.

2 x 2 GLASS SLIDEBINDERS

- Comparable to 8c slidebinders.
- One of the finest methods of mounting transparencies (35mm Argus, Leica size) betw. glass!

The biggest bargain in quality slidebinders ever offered. Pregummed Fibreboard, self-centering of slide, provision for type-on titles, dustproof, lintfree, shockproof —all these advantages are yours for less than the usual cost of glass alone! Why risk fingerprints and scratches on your irreplaceable color shots? 200 for $8.75.

Shipping Weight 5 lbs.

Sample package of 20 2x2 glass and 3 2x2 metal binders, postpaid..... $1.25

2½¢ ea. in Quantities

800 for $20.95

2400 for $60.00

200 singleframe (Mercury) Masks $1.75 } Masks fit glass
200 Square (Robot, Tenax) Masks $1.75 } & metal binders
2x2" cardboard mounts for single frame (Mercury size) transparencies 50 for 55c. *Sh. Wt. per 100, 1 lb.*

Why, but why, didn't someone think of this before! That's what everyone asks, when first 'discovering' our new

2x2" METAL BINDERS

Priced From 4¢ EA in Quantities

- FIT OVER CARDBOARD MOUNTS
- FIT ALL AUTOMATIC CHANGERS
- ARE FASTEST TO MOUNT
- KEEP SLIDES IN FOCUS
- COST LESS THAN OTHER BINDERS

Sample lot of 20—$1.49 postpaid

36 for $2.99
100 for $5.99
500 for $27.99
1,000 for $40.00

*For all currently used Kodak, Ansco cardboard mounts: no more of that messy tearing of transparencies out of cardboards; no more centering of slide in mask. *Sh. Wts. 1 lb. (36), 3 lbs. (100)*

No more need for refocusing in projector! Guaranteed to fit Airequipt, TDC, Revere—in fact all automatic changers!

2x2" CARDBOARD MOUNTS

7¢ EA in lots of 100

Sturdy cardboard mounts, ready to use without special equipment, for standard size (Lecia, Argus) 35mm transparencies. Fit all projectors and slidechangers. *Sh. Wt. 3, 6 lbs.*

Trial Package of 100 $1.50 ppd.; 500 for $6.29; 1,000 for $10.

Spiratone is Proud to Offer the Widest Selection of

FAN TYPE POCKET FLASH GUNS

All have collapsible fan-type reflectors, making for extreme compactness, without any loss of reflector efficiency! Every model accepts standard bayonet base (No. 5, SM, etc.) bulbs, comes with flashcord for German or ASA bayonet shutters!

'Economy' Model, uses penlite batteries, with ejector $2.99*

'Standard BC' Model, similar to Economy, but with popular BC Condenser $3.99*

'Deluxe BC' Model, has larger reflector than standard, and bulb-battery tester built-in $4.99*

'Super Deluxe BC' Model, has all the features of Deluxe, topgrain leather case, interchangeable cords $5.99*

For use of guns on Exakta, Praktica, Leica M3; Argus C3, C4, Realist—add $1.00. Standard flashbracket, fits any gun—$1.00; deluxe adjustable bracket $1.75; BC battery for BC models, lasts year $1.00.

*EXTRA LONG COILED CORD, wonderful for off-the-camera bounce flash—only 39c extra.

Shipping Charge 35c — Name camera when ordering!

SAVE 60%

SALE IN FINEST QUALITY

PROJECTION BULBS

300 Watt T8½, SC.....	reg. each.....$2.50	2 for $3.25
500 Watt T10, ...	reg. each..... 4.15	2 for 4.15
750 Watt T12, ...	reg. each..... 4.50	2 for 4.95
1,000 Watt T12, ...	reg. each..... 6.05	2 for 6.05

Shipping Weight 2 lbs.

TESTED 35mm RELIABLE

ASA 4000? Try the new 'miracle' ULTRASPEED film! 35mm DUPONT S-X PAN 20 exp. roll 70c

Nominally rated at ASA 300, good results are obtained at ASA 1,000 and 2,000. Popular Photography's editors report in the August issue of available light shots at ASA 4,000! S-X Pan has unusually fine grain and extreme exposure latitude—truly a film of the future!

20 exp. rel. | 36 exp. rel. | 27½ ft. bulk | 50 ft. bulk | 100 ft. bulk
70c—3 for $2.00 | $1.00—3 for $2.75 | $2.22 | $3.78 | $5.50

Daylight Loader with 100 ft. SX PAN.....$9.99

TESTED SAFETY KODAK B&W FILM

All four popular speeds, Panatomic X (Background X), Plus X, Super XX and Tri-X are available in 27½ ft., 50 ft. and 100 ft. lengths and 20 and 36 exposure reloads.

PANATOMIC X; SUPER XX
27½ ft. $1.09 | 50 ft. $1.77 | 100 ft. $2.77

New Emulsions: PLUS X (ASA 80); TRI X
27½ ft. $1.39 | 50 ft. $2.29 | 100 ft. $3.98

Shipping Charges 10c, 30c, 30c

B&W RELOADS in metal cartridges may be asserted
20 EXP. 40c ea. 6 for $2
36 EXP. 60c ea. 4 for $2

Ship. Chgs. 1 or 2 5c; 3 to 6 20c; 7 to 12 35c.

ALL YEAR B&W ASSORTMENT
Daylight loader with 5 cartridges plus 27½ ft. each of Panatomic X, Plus X, Super XX and Tri-X $9.49

COMBINATION SPECIAL

Daylight loader with 5 cartridges and 100 ft. of Kodak new Plus X or Tri X or 150 ft. of Super XX or Panatomic X, or 50 ft. of Adox or SX-Pan. *Shp. Wt. 4 lbs.* $7.99

NEW COLORFILM INCLUDING PROCESSING FOR ASA 400

Ansco's new superspeed color film, with Spiratone's exclusive superspeed processing produces excellent transparencies at speeds as fast as the fastest b&w films!

35mm 20 exp. incl. ASA 400 proc. ....ea. $3.45 3 FOR $9.95

120, incl. ASA 400 Proc. ..... ea. $2.85 3 FOR $7.95

35mm Anscochrome, incl. ASA 32 proc., 20 exp., 3 for $8.50, 6 for $12.50.

35mm Anscochrome, incl. ASA 128 proc., 20 exp., ea. $2.50, 3 for $7.50.

35mm Anscochrome bulk 28 ft., complete with Easyloader for daylight loading, 5 cartr., 16 oz. developing kit, exposure guide—all for $10.95.

35mm Super Anscochrome 20 exp. ASA 100, 3 for $6.00, 6 for $12.00.

HiSpeed Processing, 20 exp. Anscochrome ASA 32 for ASA 64, 128 $1.25; ASA 100 for ASA 200, 300, 400 $1.25. *Mfg. 25c extra.*

35mm DAYLIGHT LOADER

INCLUDING 5 CARTRIDGES

$4.95 IF PURCHASED TOGETHER WITH MINIMUM OF $7.95 WORTH OF BULKFILM.

It's so simple to take advantage of the exceedingly low cost of 35mm bulkfilm and to load any desired length into a standard Eastman cartridge. First few reloads already make loader pay for itself. Loader alone with 5 cartridges, $8.95. *Sh. Wt. 4 lbs.*

DELUXE LOADER, with automatic counter, accepts also Leica, Contax cartridges — $10.95 or add $5.00 to Loader comb. offers.

FREE FILM TONGUE CUTTER with your order for $5.00 or more of bulkfilm, or $4.25 worth of bulkfilm plus loader. For perfect shaping of tongue to assure smooth loading. Must be requested at time of purchase.

Greater Savings than ever on FRESH SAFETY 35MM ADOX FILM IN CARTRIDGES AND BULK

Your choice of KB14, KB17, KB21 *Shipping Charge 10c*

20 exposure reload 50c; 3 or more (may be assorted) 45c each.
36 exposure reload 75c; 3 or more (may be assorted) 70c each.
50 ft. $3.40, 100 ft. $6.50—*Shpg. Chgs. 25c per 50 ft.*

Daylight loader with 50 ft. Adox film.....$7.99

Trial Pack of new FR x 22 Developer for Adox film.....25c

LATEST MODEL ALL METAL RANGEFINDER $2.95

Employs super-imposed image system for rapid, accurate focusing from 2 feet to infinity! All-metal construction, leather covering, modern styling. In feet and meters. FREE: PLASTIC STORAGE CASE

Shpg. Chg. 10c.

SPIRATONE VALUES FOR YOUR ARGUS C3

135MM F:4.5 SOLIGOR TELEPHOTO $29.95 Reg. $49.95

Coated, color corrected, couples to rangefinder, depth-of-field scale, with viewfinder mask. Quick-change Coupling Gear, reg.$2.95—only 98c when bought with lens. Leather Pouch ...$1.98 *Sh. Ch. 75c*

FILTERS and CLOSEUP LENSES

SCREW-IN, CUSTOM-FITTED FOR ARGUS C3, PERMIT CLOSING OF CASE WITHOUT REMOVAL.

Available in Red, Green, Yellow, 85C, 80B, Skylight 82A, Closeup +1, +2, +3.

EA. $1.49 | 3 in elegant storage case $4.29

Screw-in hood $1.45

All colors are available in Series V, to fit Series V screw-in adapter for Argus C3 — adapter costs $1.49, Series V filters: each $1.39 (specify color) Polarizing $1.84 Diffuser $1.84

Shipping Charge 10c

ACCESSORY CLIP $1.00 — easily installed on all older model Argus C3 cameras

POCKET FAN-FLASH for C3 $3.99 — B.C. Model $4.99

COILED 5 FT. FLASHCORD — for C3 — for off-the-camera and bounce flash, fits through case. $1.98 *Shpg. Chge. 10c*

DELAYED ACTION TIMER For C3 — screws into cable release socket $1.98 — Model with slow speeds (time exposures to 10 seconds) $2.99 *Shpg. Ch. 10c.*

FOR THE 8MM & 16MM MOVIE FAN

ALL-METAL PORTABLE Action EDITOR 8mm for $23.95

$26.95 for 16mm

Streamlined and most modern editor provides large, bright 2"x3" projected image in full motion. All-steel automatic splicer has built-in scraper. 'Fold-away' rewind arms make for extreme compactness.

SAVE 40%

Deluxe Model, with exclusive focusing and framing controls, and luxurious carrying and storage case, only 13"x12"x8".

Shpg. Wt. 10 lbs. 8MM MODEL $28.95 Reg. $45.28 | 16MM MODEL $31.95 Reg. $50.31

4 pc 8mm EDITING OUTFIT $10.95

A value like never before!

SAVE $10.55

Outfit contains Projection Editing Viewer, with bulb, pair of rewinds with brakes, all metal splicer, all ready for simple mounting on board or table (not supplied). Can you afford to pass up such a value? *Sh. Wt. 6 lbs.*

Same outfit, but with automatic splicer $12.95

SUPER DELUXE 8mm EDITOR

$14.95 Same viewer

rewinds as above, but with automatic splicer, plus metal base—a $26.00 5 pc. set. *Sh. Wt. 6 lbs*

Same outfit, but with new Fold-ing Rewinds, for maximum compactness $16.95

8mm PROJECTION EDITING VIEWER

$6.95

You'll more than ever enjoy editing your movies when you use this neat, all-metal, electric editing viewer. It projects a clear image on the ground-glass, makes possible viewing from a comfortable distance.

Shipping Weight 2 lbs.

CINE TITLER

For 8mm & 16mm

REG. $5.95 — $3.59

SAVE 40%

Titles add action, provide continuity for your movies! Yet making titles is so simple with the Cine-Titler! Sturdy metal construction. Auxiliary lens for exact focus. Photograph picture postcards, titles of your own design: you can even shoot animated titles—an instruction booklet accompanies every titler.

Shipping Weight 4 lbs.

If purchased at the same time as Action Viewer, Action or Super-Deluxe Editor

Titler alone $4.64

8mm ACTION VIEWER

$16.89

- Projects brilliant 2 x 3" pictures in full action on the built-in groundglass screen—not just one frame at a time, but in continuous motion.

16mm Model $17.95

A viewer which makes editing a real pleasure. Easy to thread, scratch-proof, scientific ventilation of lamp-housing — really a blessing for movie fans with a limited budget who know they'd have to spend $40.00 and up for a viewer like it!

Sh. Wt. 4 lbs.

METAL REELS and CANS from 20¢

	REEL OR CAN	REEL OR CAN	SETS
8mm 200 ft.	11 for $2.95	100 for $30.00	6 for $2.99
8mm 300 ft.	9 for $2.95	50 for $15.00	3 for $2.98
8mm 400 ft.	9 for $3.49	50 for $17.50	3 for $3.49
16mm 400 ft.	8 for $2.99	50 for $18.50	4 for $2.89

Approximate Shipping Weight, per 5 sets. 5 lbs.

$4.95 SAVE 50%

FREE WITH POCKET TITLER: 20 Titling Cards, 10 color slides!

Name make, model, speed lens or adapter when ordering. Shpg. Chge. 30c.

8MM POCKET TITLER and CLOSEUP DEVICE

Makes any title on the spot, catches those otherwise impossible closeups of flowers, insects without any need to measure or focus, reproduces 35mm Kodachromes on 8mm film! Completely collapsible, with precision ground lens, the Pocket Titler screws directly into 8mm Brownie, or into Tiffen "C" adapter ($1.25 extra for any camera) or Ser. IV adapter.

PORTABLE CRYSTAL-BEADED 30 x 40 TRIPOD SCREEN

LOWEST PRICES EVER $7.69

- Crystal-beaded Pyroxilyn surface.
- Screen raises and lowers on elevating rod, assuring positive alignment.
- Carrying handle sets automatically for balanced carrying.

Despite higher steel prices, Spiratone continues to offer you the biggest bargains in screens ever! Same quality as before, and as praised by thousands of movie and slidefans. Metal can has beautiful scratch-resistant finish. Sturdy tripod is plated and has protective rubber tips. Thousands of these screens are in use, not only by amateurs, but by clubs, churches, colleges as well.

Screen Size		Sh. Wt.
30"x40"	7.89	10 lbs.
40"x40"	8.18	11 lbs.
37"x50"	10.64*	14 lbs.
50"x50"	12.97*	15 lbs.
52"x70"	24.95*	

40 x 40 SILVER TRIPOD-SCREEN $12.95

*Shipped Railway Express

COILED FLASH CORD $1.98

- New available for most shutters. *Sh. Chg. 10c*
- Coiled cord extends to 5 ft., yet coils up without effort to only 7".

So handy when you want to hold flash away from camera, place electronic flash closer to subject than camera! Available with standard polarized household type plug for Heiland, FR, RI, Graflex, etc., and prong-type for Kalart to fit Compur, Prontor S, ASA (Kodak), Solenoid, Argus C3, C4, C44, Realist, Praktiflex, Exakta, most other synchro. terminals.

NEW COILED CORDS: Rollei Lock, Nikon S-2, Canon, Leica 3F, M3, Signet 40 $2.25 *Name gun, camera when ordering*

SPIRATONE INC. 369 7th AVE. NEW YORK 1, N. Y.

More **POWERFUL** than ever and at the **LOWEST PRICES** in photographic history!

NEW! LATEST DESIGN AUXILIARY Spiratone

Telephoto+Wideangle lenses

Model V

For virtually all 35mm cameras with f:2.7, 2.8, 3.2, 3.5 and slower lenses, and for Polaroid cameras.

$9.95 EACH

EXCLUSIVE FEATURES: Hard S-coating — superb color correction—same exposure and lens-opening as usual — no installation: lenses screw into Series V adapters (filterholders) — interchangeability of adapters for use of one lens on several cameras — availability of many accessories at low cost. Spiratone Aux. Model V telephoto lenses are MORE POWERFUL, give almost double the magnification of other auxiliary lenses priced under $30.00.

MONEY SAVING COMBINATION OFFERS for CONTAFLEX 'CO'

Model V telephoto or wideangle lens	$ 9.95
Leather Case	.89
Adaptor	1.45
Filter Retaining Ring	.95
Two Coated Filters	4.88
Total Value at our Low Prices	$18.12
YOUR COST FOR COMBINATION DEAL 'CO'-1A	$14.95

OR

Set of Model V telephoto and wideangle lenses	$19.90
Double Leather Case	1.59
Adapters	2.90
Filter Retaining Ring	.95
Three Coated Filters	7.32
Total Value at our Low Prices	$32.66
YOUR COST FOR COMBINATION DEAL 'CO'-2A	$27.95

telephoto and wideangle lenses for POLAROID CAMERAS

Telephoto or wideangle, adapter, leather case.
FOR 80, 95, 95A $12.29
FOR 110 ..... $16.95
Set of Telephoto and Wideangle lenses, adapters, double leather case
FOR 80, 95, 95A $24.39
FOR 110 ..... $29.95

MONEY SAVING COMBINATION OFFERS for EDIXA, SIGNET, CONTESSA, BOLSEY, MEMAR, REGENT, GRAPHIC 35, PONY, ARGUS C4, C44 MINOLTA A, A2, PAX, RICOH 35, VITO '35'

Model V telephoto lens	$ 9.95
Leather Case	.89
Adaptor	1.45
Two Coated Filters	4.88
Telephoto Finder	3.98
Filter Retaining Ring	.95
Total Value at our Low Prices	$22.10
YOUR COST FOR COMBINATION DEAL '35'-1A	$17.95

OR

Set of Model V telephoto and wideangle lenses	$19.90
Double Leather Case	1.59
Two Adapters	2.90
Two Coated Filters	4.88
Filter Retaining Ring	.95
Universal Finder	8.95
Total Value at our Low Prices	$38.17
YOUR COST FOR COMBINATION DEAL '35'-2B	$31.95*

A Spiratone WIDEANGLE adds coverage in cramped places, gets that extra area into the picture; wonderful for wide-screen landscape scenes; increases depth-of-field, for foreground to infinity sharpness, makes accurate focusing unnecessary!

A Spiratone TELEPHOTO brings distant objects closer, helps fill entire negative or slide with important subject matter, crops out unwanted background, improves perspective in portraits.

Name your camera when ordering—allow 25c for shipping one lens, 60c for a set.

"The ABC of Spiratone Aux-Telephoto and Wideangle Lenses", a dictionary on aux. lens terms and performance — free with order, or send 5c — 10c credited towards your next order.

ONLY SPIRATONE AUXILIARY TELEPHOTO and WIDEANGLE LENSES CARRY A **Lifetime Guarantee**

Spiratone has pioneered auxiliary lenses for over a decade, has equipped hundreds of thousands of satisfied photographers with telephoto and wideangle lenses.

UNIVERSAL AND CLOSEUP (+1, +2, +3) FINDER

The most versatile finder ever made, matched to your normal 50mm or 44mm lens, telephoto and wideangle Aux. Lenses. Has parallax correction to 10", for use with +1, +2, +3 closeup Lenses, and from 3 feet to infinity. **$9.95**

* $5.00 more for Universal and Closeup finder in place of Universal finder.

Spiratone auxillary TELEPHOTO and WIDEANGLE lenses

MODEL V-C3 for **ARGUS C-3**

Set of Telephoto and Wideangle Lenses, complete with proper fittings, double leather case, retaining ring, coated conversion filter, universal finder, a $37.66 value, COMBI-DEAL C3-2A **$27.44***

Telephoto or Wideangle lens, complete with proper fitting, leather case, matching finder attachment, coated conversion filter, filter retaining ring, a $16.68 value. COMBI-DEAL C3-1A **$12.95**

Accessory Clip, for older model Argus C3 ..... $1.00

MODEL "D" for **TWINLENS REFLEX CAMERAS and RETINA II, III (a, b, c, f) AIRES III, KONICA, RICOH 500**

EITHER LENS **$16.95** EA. BOTH LENSES **$29.95**

W. universal closeup finder for 35mm camera, $39.90

Complete with deluxe leather case, filterholder, interchangeable adapter —coated, color-corrected—no effect on exposure or lens opening.

Lenses are available for Rolleiflex (exc. 2.8), Rolleicord and Minolta Autocord Bayonet — Cirroflex and Graflex 2.8—Ricohflex — Yashicaflex — Walzflex — Autoflex, etc.

FREE with each Model D Lens—two optical glass filters.

TIFFEN DIAPHRAGM CONTROL $1.50 makes diaphragm settings with aux. lenses, filterholders, etc. easier. for C3

3 PC. EXTENSION TUBE SET for extreme closeups to 2" reg. $5.95 Sh. Ch. 10c NOW $2.98 for C3

3 UNIT REFLECTOR OUTFIT $5.99

- Two aluminum 10" reflectors for #1 or #2 bulbs
- One bullet reflector for spot effects

All three complete with swivel joint, switch, socket, clamp and cord . . . at a fraction of their usual cost. *Shipping Weight 7 lbs.*

SUGGESTION: 2 #2, 1 #1 photoflood bulbs 99c.

FREE with $5.99 or $7.00 outfit DIFFUSER SHIELD, for flood and flash, sells everywhere for $1.44. Clips onto bullet reflector or flashgun for those beautiful soft portraits.

HI-LO DIMMER SWITCH $1.98 Compose and focus in comfort, save electricity, prolong bulb life, retain subject's natural expression. Nothing like it under $6.00. When bought alone $2.98. IF BOUGHT WITH $5.79 or $7.00 OUTFIT

PHOTOFLOOD STAND PLUS TWO REFLECTORS

- 3-section metal stand extends 6'4".
- Sturdy, braced legs with rubber tips.
- Stand telescopes compactly to only 2 feet.
- Positive locking at any desired height.

The ideal indoor lighting setup. 22" crossbar, can also be used to hold screen, backgrounds. Two-tone aluminum 10" reflectors (for #1 or #2 photofloods), complete with sockets, switches, 6' cords, ball socket swivel joints, rubber jawed spring clamps. Can be used on cross bar or furniture. *Shipping Weights: Stand 4 lbs.; Reflectors 4 lbs.*

$13 VALUE **$7.89** COMP

New with new SWIVEL CROSSBAR

2 #2 bulbs 79c

Black and white FINE GRAIN 35mm SERVICES

Spiratone 35mm services are used all over the world. They combine extreme economy with expert workmanship and the use of the best materials. Each negative individually exposed on the proper contrast paper. PRICES INCLUDE POSTAGE

"SUPERB" Ultra Fine Grain Processing and 3¼" x 4¼" velvet enlargements. 20 exp. roll ..... **$1.66** 36 EXP. ROLL **$2.58**

"EXCELSIOR" Ultra Fine Grain Processing and 3¼x4½ glossy enlargements. 20 exposure roll ..... **$1.36** 36 EXP. ROLL **$2.18**

The cost of reprinting uncut developed rolls is the same as that for undeveloped rolls.

NEW CUSTOMERS ONLY: Send 25c for 20 exp. 35mm Kodak Film and ask for free mailer, price list on B&W, color services.

"MASKOSPOT" The most highly-perfected 35mm service. Ultra Fine Grain Processing and enlargements on an imported velvet or singleweight glossy (please specify which) paper.

	36 EXP. ROLL	20 EXP. ROLL
3¼ x 4½	$3.35	$2.08
4 x 6	4.64	2.12

"PROJECTION POSITIVES" Ultra Fine Grain Processing and b&w transparencies for viewing or projection without affecting your negatives. Each negative is individually exposed on I.g. safety film. 20 exposure roll ..... **$1.05** 36 EXP. ROLL **$1.55**

SYNCH YOUR OLD CAMERA

Ship. Wgt. 2 lbs.

- Fully adjustable mechanical tripper, requires no installation, works through standard cable release socket of most old cameras. Has fitting for standard flash cord.
- Allows adjustment for flash bulbs and zero (X) delay for Strobe. **$2.49** PPD.

Including Leather Case

Tripper with DC Fan Flash, with ejector, tester $6.95

TIME EXPOSURE & DELAYED ACTION NOW ADDED TO EVERY CAMERA

MULTIPLE USE **SELFTIMER $2.99**

This popular self timer adds to your camera a feature many a photographer has paid a small fortune for: 11 slow speeds from ½ a second to ten seconds! Fits directly into standard cable release socket. Wonderful for movie cameras with cable release sockets. *Ship. Cost 10c*

A DREAM COME TRUE! POCKET ELEVATING STYLE TRIPOD

Model EL-69 **$8.66** INCLUDING PANHEAD

The two most desirable features incorporated into one tripod: 8 sec. pocket size (only 11") and (6" rise) elevator action, with a positive lock. Ribbed top section, chrome plated brass legs extend to 44" (+elevator), single action 90° tilt and panhead—ideal for every movie, twinlens, 35mm fan. A $20.00 value. *Shpg. Wt. 3 lbs.*

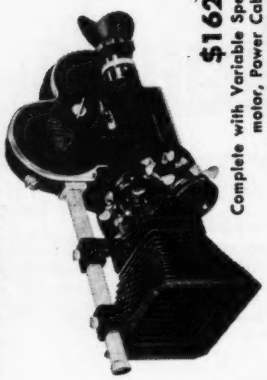
Luxurious Leather case $1.79 extra.

All prices include excise tax. Postage and insurance MUST be prepaid, even when no shipping weight is stated — overpayment will be credited in full. Everything listed is brand-new (unless otherwise stated) and fully guaranteed against defects. 25% deposit on C.O.D.'s. Items marked 'Free', 'Premium' or 'Bonus' MUST be requested at time of purchase. Foreign orders welcome — allow for extra handling charges. When ordering accessories, be sure to name your camera, lens, shutter!

SPIRATONE INC.

When in New York visit us at
369 7th AVENUE, NEW YORK 1, N. Y. (Opp. Penn Sta.)
SEND MAIL ORDERS TO: *Long Island store (near Main St.) at* 135-06 NORTHERN BLVD. DEPT. M10 · FLUSHING 54, N. Y.

arriflex 16



$1625
Complete with Variable Speed motor, Power Cable, Neck Strap, Matte Box and lenses additional.

The Most Versatile Professional 16mm Motion Picture Camera

If you are seriously interested in motion picture work as a hobby or are actively engaged in it as a profession, get acquainted with the outstanding features of the most important camera in the 16mm professional field.

Do you know the significance and advantages of reflex focusing and viewing by means of a mirror shutter? Have you seen the Arriflex 16's three-lens divergent turret? Are you familiar with the registration pin film movement which gives rock-steady pictures at all times? Why interchangeable electric motors are essential for films of professional quality?

If you'd like to know the answers to these questions send 10¢ today for the Arriflex 16-page, 3 color catalog telling the story of this exciting motion picture camera which brings to 16mm work all of the facilities and picture quality formerly available in 35 mm cinematography. Sold only through franchised Arriflex Dealers.

SOLE U. S. DISTRIBUTOR

KLING PHOTO CORPORATION
257 FOURTH AVENUE, NEW YORK 10, N. Y. • 7303 MELROSE AVENUE, LOS ANGELES 46, CALIF.

Arriflex is a member of the Kling family of fine West German photographic products.

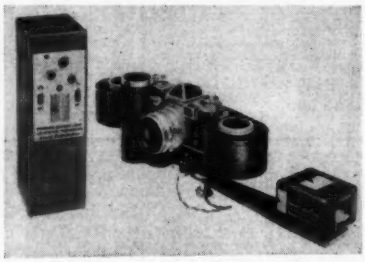
NEW PRODUCTS

(Continued from page 42)

factor is unnecessary, it recommends the higher rating for *average* subjects. The film is not recommended for general use or in simple non-adjustable cameras. The film is designed for stopping action under low lighting conditions and for increased depth of field where little available light exists. It is Panchromatic, Type B (high green, low red) and is four times faster than Kodak Tri-X where both are given equal development. Grain is coarser than Tri-X, but Eastman claims that enlargements up to five or six diameters do not show excessive graininess. A rating of 8000 may be assigned the film under forced development. Recommended development is in DK-60a, 6 to 10 minutes at 68°F. Price, per roll of 120 or 620, is 75c. For additional information, write:

EASTMAN KODAK CO.
ROCHESTER, N. Y.

Radio Control Unit for Praktina FX



You can be a mile or more from your Praktina FX 35mm camera and still operate it with the new Praktina FX Radio Control unit. Consisting of a transmitter and receiver, the unit is designed to work with the Praktina FX electric motor. There is no external wiring connection between the two. If the Praktina 50 ft. bulk film magazine is used, up to 420 exposures can be made. Each time a button on the transmitter is pushed the camera shutter is released. The Radio Control unit can operate one or several cameras, providing each one is equipped with a receiver. Price of the Radio Control unit, including transmitter and receiver, but without batteries, will be about $100. For additional information, write:

STANDARD CAMERA CORP.
319 FIFTH AVE., NEW YORK 16, N. Y.

Tiffen Marketing Co. has changed the name of its **2-D flash filter** for Daylight Kodachrome, Ektachrome, and Anscochrome to **80-C** to conform with popular filter terminology. The 80-C reduces red light when shooting those color emulsions with clear flash. For more information, write: *Tiffen Marketing Co., 71 Jane St., Roslyn Heights, L. I.*

View Camera Features for 35mm

You can have many of the advantages of a big view camera with your single-lens reflex 35mm camera by adding a Kopil Bellowsmat to your list of accessories. The Bellowsmat offers rising back and front and swinging front, in addition to leather bellows, folding geared rail, positive

ascorlight SERIES 100

only $34.50

- *Fits every camera*
- *Battery and AC operation*
- *Light, compact, portable*
- *45 color guide number*

Write for Series 100 data sheet and name of your local authorized Ascor dealer.

AMERICAN SPEEDLIGHT CORPORATION
63-01 Metropolitan Ave., Middle Village 79, N. Y.

Why Not Get Rochester

Kodak Processing by MAIL BOTH WAYS

Why make unnecessary trips to store! Get service by mail BOTH ways! It's as quick and simple as this: You mail exposed film, KODACHROME (including Movie Film) and KODACOLOR, in mailing bag supplied FREE to FASCOLOR in Rochester (Home of Kodak). FASCOLOR dispatches direct to Kodak Color Laboratory daily. FASCOLOR returns finished work direct to you by First Class Mail the same day received from Laboratory. Slides or processed film are delivered by postman right to your mailbox. No extra trips to store, no parking inconvenience.

Send this ad with name and address on postcard. You'll receive FREE mailing bags, complete price list & money-saving discount plan.

SAVE by MAIL MA 1753

FASCOLOR Box 86 Rochester 1, N. Y.

YOU CAN BE A TV CAMERAMAN

It's a short step from the nationally-known Television Workshop to a good-paying job in television.
Work with the finest RCA cameras and video equipment in station-size studios, under the instruction of network experts.
Graduates now working at leading TV stations throughout the nation. Previous experience unnecessary. Free placement service.

Send for FREE Booklet P-10

APPROVED FOR VETS

Day or Evening Classes

TV WORKSHOP
1780 Broadway, New York 19, N. Y. PLaza 7-3721

See Your Slides

Naturally

with BOTH EYES!

Bi-Lens® 35

Slide Viewer with **BUILT-IN LIGHT**

ONLY **$6.95**

The Bi-Lens/35 offers crisp, distortion-free viewing with exciting new depth. Sturdy, easy to use, accepts all 2x2 slides, 135, 828, Rollei Super slides and the new 127 Ektachrome Super slides. Built-in light operates on batteries or AC current with transformer. (Batteries and transformer extra.)

TRANSFORMER—converts household AC current for use with the illuminated Bi-Lens/35 Viewer. Comes complete with cord, for extra convenience $3.50

® Sawyer's Inc.

MADE BY **SAWYER'S** [Makers of Famous View-Master Products, Portland 7, Oregon

AT CAMERA COUNTERS EVERYWHERE

SCHACHT ULM-DONAU

NEW! THE WIDE ANGLE LENS with FULLY AUTOMATIC DIAPHRAGM

Spitzenleistung

For you who seek the peak of perfection in photographic optics, SCHACHT lenses are produced with the infinite precision which only tradition-rearedoptical craftsmen achieve.

TRAVEGON
f3.5/35mm
for Exakta, Praktica, Pentacon
LIST $99.50

Superior 6-element system with 65° angle of view, exceptional sharpness, perfect flatness of field, highly color-corrected. Automatic diaphragm permits focusing at full aperture.

TRAVENAR
f3.5/135mm Auto P.S. f.Exakta, Praktica, Pentacon $89.95*
For Leica $86.95

TRAVENON
f4.5/135mm Click-Stop f.Exakta, Praktica, Pentacon $49.95*
f.Leica, Canon.....$59.95

*Praktina add $5.00

At Your Distributor or write to

AGOF-SCHACHT Lens Corp.
160 FIFTH AVE—NEW YORK 10, N. Y.

lock in any position, and front and back calibration for control of parallel rise. The Bellowsmat is available in three models. Price of any of the Bellowsmat models is $34.95. For additional information, write:

PHOTOGRAPHIC IMPORT AND DISTRIBUTING CORP.
150 BROADWAY, NEW YORK 6, N. Y.

New Folding Flashgun

The C.O.C. Universal flashgun features a fan-type folding reflector and is small enough to fit into a coat pocket. It has a built-in test light, Flash-O-Guide, and bulb ejector. It fits cameras with accessory shoe clips and comes with a PC (single nipple plug-in) cord and test bulb. Constructed of lightweight plastic, the gun sells for $6.95. For additional information, write:

CAMERA OPTICS MFG. CO.
101 W. 47 ST., NEW YORK 36, N. Y.

Two New Electronic Flash Batteries

Two new high-voltage electronic flash batteries are now on the market. The first is designated the 24P by the manufacturer, Bright Star. Rated at 240 volts, the battery has dual terminals for use with spring-loaded contacts and single pin plugs, and is designed for Ultrablitz, Hico Lite, Stroboflash, Heiland, and other units requiring this voltage. The second battery is called the 51P and is rated at 510 volts. Price of the 24P is $7.95, and the 51P is $15.95. For additional information, write:

BRIGHT STAR INDUSTRIES
CLIFTON, N. J.

Linhof Leveling Tripod Heads

If you are troubled by leveling a tripod-mounted camera on uneven ground, one of two new Linhof tripod leveling heads may solve your problem. The Linhof leveling heads have a floating camera base which can be locked in any direction (to about 15°) to offset sloping or uneven ground. They eliminate the need for adjusting tripod legs to compensate for ground irregularities. The smaller of the two heads is designed for small cameras, while the larger one holds up to a 5 x 7 camera. Both heads have standard tripod threads. Price of the small head is $12.95, and for the larger one, $27.95. For additional information, write:

KLING PHOTO CORP.
257 FOURTH AVE., NEW YORK 10, N. Y.

Table Viewer for 35mm, Super Slides

The Villa Model 22 table viewer for 35mm and super slides delivers a clear, sharp picture even in a lighted room, according to the manufacturer. The viewer gives a 4-in. picture, has a magazine for 25 slides, works off either batteries or 110-volt current, and has three illumination stages for different slide

(Continued on page 50)

SUPER 100 ASA ANSCOCHROME

FACTORY PACKED—1 YR. EXPIRATION
PRICE INCLUDES 24 HR. PROCESSING
MAILING BAGS ENCLOSED

20 EXP. MTD.		120-620	
1 ROLL	$2.99	1 ROLL	$2.25
3 ROLLS	8.29	3 ROLLS	5.95
10 ROLLS	25.99	10 ROLLS	18.99

KODACHROME

PROCESSING INCLUDED IN PRICE

ENJOY THE CONVENIENCE OF MAILING EXPOSED FILM AND ITS SPEEDY RETURN TO YOUR OWN MAIL BOX.

Factory-Packed-1 yr. exp. date

35mm—20 EXP.		35mm—36 EXP.	
3 ROLLS	$7.95	3 ROLLS	$11.59
6 FOR	14.99	5 FOR	18.75
10 FOR	24.50	10 FOR	35.95

8mm 25 FT. DBLE.		8mm MAG. 25' DBLE. 3 MAGS.	$10.99	16mm 100 FT.	
3 ROLLS	$8.99	16mm MAG. 50' 3 MAGS.	$16.50	3 ROLLS	$24.99
10 FOR	28.99			5 FOR	39.99

SINGLE PERF. SAME PRICE

BOLEX-100 Ft. 8mm DOUBLE
1 ROLL $10.88 INCL. PROCESSING 3 FOR $31.49

28 FT. 35mm ANSCOCHROME
INCLUDES DAYLIGHT FILM LOADER
8 FREE CARTRIDGES 25% DISC
8 MAILING BAGS PRICE $8.88

28 FT. 35mm ANSCOCHROME
INCLUDES DAYLIGHT FILM LOADER
8 FREE CARTRIDGES FACTORY FRESH 25% DISC.
8 MAILING BAGS 1 YR. EXP. DATE PRICE
DEVELOPING AND PRINTING FOR 8 ROLLS WHEN MAILED IN $14.99

GUARANTEED FACTORY FRESH

ALL ROLLS BELOW ARE LABORATORY PACKED AND QUALITY CONTROLLED BY MINIFILM IN ITS OWN AIR CONDITIONED DARKROOMS. WE SPOOL AND PACKAGE DAILY FROM 100 AND 400 FOOT ROLLS RECEIVED FRESH FROM EASTMAN KODAK AND ANSCO. CAREFUL SUPERVISION AND TREMENDOUS SALES TURN-OVER INSURES YOUR GETTING FILM WHICH IS EQUAL IN QUALITY AND FRESHNESS TO ROLLS PACKED IN ROCHESTER AND BINGHAMTON. *THE ONLY DIFFERENCE IS THE PRICE.*

35mm EKTACHROME OR ANSCOCHROME
PROCESSING INCLUDED IN PRICE

20 EXP ROLLS	DISC PRICE	36 EXP ROLLS	DISC PRICE
3 ROLLS	$6.45	3 ROLLS	$9.99
5 FOR	10.39	5 FOR	15.99
10 FOR	19.99	10 FOR	29.99

KODACHROME
PROCESSING INCLUDED IN PRICE
FACTORY FRESH — 1 YR. EXP.

35 mm—20 EXP.		35 mm—36 EXP.	
3 ROLLS	$ 6.95	3 ROLLS	$10.50
6 FOR	12.75	6 FOR	20.69
10 FOR	21.95	10 FOR	32.50

8 mm 25 FT. DBLE		8mm MAG. 25' DBLE. 3 MAGS.—9.99		16 mm 100 FT.	
3 ROLLS	$8.19	16mm MAG. 50'		1 ROLL	7.65
10 FOR	26.25	3 MAGS.—14.49		3 FOR	21.95
				SINGLE PERF. SAME PRICE	

35mm KODAK TRI-X & PANATOMIC-X

20 EXP.		36 EXP.	
7 ROLLS	$2.00	5 ROLLS	$1.99
10 FOR	2.65	8 FOR	3.15
50 FEET	2.15	100 FEET	3.25

35mm KODACHROME
PROCESSING NOT INCLUDED IN PRICE
FACTORY FRESH—1 YR. EXP. DATE

20 EXP. 25% DISC. PRICE		36 EXP. 25% DISC PRICE	
3 ROLLS	$3.99	4 ROLLS	$7.19
6 FOR	7.69	6 FOR	10.50
10 FOR	12.49	10 FOR	16.99

MOVIE KODACHROME
PROCESSING NOT INCLUDED IN PRICE
FACTORY FRESH—1 YR. EXP. DATE

8mm 25' DBLE.		8mm MAG. 25' DBLE. 3 MAGS.—7.99		16mm 100	
4 ROLLS	6.99	16mm MAG. 50'		3 ROLLS	14.75
7 FOR	11.90	3 MAGS.—12.99		5 FOR	23.99
10 FOR	15.99			10 FOR	46.99

PLEASE ENCLOSE 5¢ PER ROLL FOR POSTAGE

MINIFILM CAMERA CORP
DEPT. MIO 1190 SIXTH AVE. NEW YORK 36, N. Y.

STRICTLY BETWEEN US!

MINIFILM *Recommends!*

The 1957 FULLY AUTOMATIC PRAKTINA FX

• The world's most advanced 35mm single lens reflex and rangefinder camera ... actually TWO cameras IN ONE. Rangefinder design gives you top speed, fast handling convenience for action shots. Single lens reflex design gives ideal composition and lighting control. Includes—

- Internal Automatic Diaphragm
- Pentaprism Eye-Level Viewfinder
- Accessory Waist Level Viewfinder
- Speeds 1/1000 Sec.—Full MX Synch.
- Self-Timer

WITH F2 AUTO ZEISS BIOTAR LENS

ONLY $29.75 DOWN $297.50

SAVE $112.95! **MINIFILM'S** SPECIAL 18th ANNIVERSARY OFFER!

New PRAKTINA FX OUTFIT

- With F2 Auto Zeiss Biotar Lens (List $297.50)
- 135mm F2.8 Ultra Fast Coated Telephoto Lens
- DeLuxe Fan Type BC Flashgun
- New Fully Lined Pigskin Gadget Bag

Free—NEW FAMOUS ELECTRIC EXPOSURE METER—LEATHER CASE

REG. $432.45 NEW $319.50

SAME OUTFIT WITH F2.8 AUTO ZEISS LENS COMPLETE $259.50

Fully AUTOMATIC 1957 PRAKTICA FX3

First popular priced single lens reflex camera to offer INTERNAL AUTOMATIC DIAPHRAGM—

- 1/500 Sec. Shutter, MX Synch.
- Built-in waist level viewfinder
- Lens interchangeability

WITH F2.8 FULLY AUTOMATIC WESTANAR LENS $149.50

ONLY $14.95 DOWN

SAVE $74.50 *New* 1957 PRAKTICA FX3 OUTFIT

- PRAKTICA FX3 Camera, Fully Automatic, Internal Diaphragm, with F2.8 Auto Westanar Lens (List $149.50)
- NEW 100mm F4.5 Ctd. Telephoto Lens
- NEW DeLuxe Fan Type BC Flashgun
- NEW Velvet Lined Pigskin Gadget Bag

Free—NEW FAMOUS NAME ELECTRIC EXPOSURE METER AND CASE

REG. $244.00 $169.50

ONLY $16.95 DOWN

SAME OUTFIT ... COMPLETE WITH F2.8 AUTO TESSAR ADD $30.00
Waist Level Finder For PRAKTINA $20.00

PRAKTINA FX

CAMERA with 240mm F4.5 NOVOFLEX "FOLLOW-FOCUS" Lens.

The CAMERA with most rapid succession features, combined with the fastest, automatic focusing lens in the World ... makes the finest tool for sequence sport shots, time and motion studies, etc.

$489.00

ONLY $48.00 DOWN

RAPID SEQUENCE SPRING MOTOR

$69.50

ONLY $6.95 DOWN

TAKES TEN PHOTOS IN RAPID SUCCESSION WITH A SINGLE WIND OF THE MOTOR.

MINIFILM WILL TRADE-IN YOUR OLD CAMERA WITH NO MONEY DOWN FOR THE NEW 1957 FULLY AUTOMATIC PRAKTINA FX CAMERA WITH F2 FULLY AUTOMATIC CTD. BIOTAR LENS. YOUR TRADE-IN WILL SERVE AS DOWN PAYMENT.

$173.00 and your LEICA IIIC F2 Summitar or Auto Rollei F3.5 Tessar

$164.00 and your PENTACON F2 Biotar PS, Or Contaflex

$178.00 and your CONTAX II, F2 or EXAKTA V. F2 Biotar

$188.00 and your PENTACON F2.8 or ROLLEICORD F3.5 XENAR

$195.00 and your EXAKTA II F2.8 Tessar or PRAKTICA FX F2.8 Tessar PS.

$209.00 and your ARGUS C3 or KODAK SIGHET

Subject To Inspection

50 FOOT CAPACITY—BULK FILM MAGAZINE

$69.50

(50 Ft. 35mm PLUS-X Bulk Film FREE With Order) ONLY $6.95 DOWN

YOUR TRADE-IN MAY BE USED AS DOWN PAYMENT

HIGHEST PRICES PAID FOR YOUR OLD EQUIPMENT

TRADE-INS URGENTLY NEEDED

10% DOWN

LATEST 1957 4x5 CROWN GRAPHIC

135mm F4.7 ctd. Schneider Xenar, Kalart Rangefinder Compur MX, Ektalite Field Lens, Graflock Back.

BRAND NEW $169.00

NEW KEYSTONE 8mm CAMERAS AND PROJECTORS!

Keystone K25 Roll, F2.5 ctd. .$36.50
Keystone K38 Roll Turret, F2.5ctd. 68.50
Keystone K48 Mag. Turret, F2.5ctd. 82.50
Keystone K75, 500 W $56.00
Keystone K100, 750 W 73.00
Keystone K109, 750 W 122.00
Disc Models

IMPROVE YOUR PICTURES

MINIFILM SPECIAL $7.95

WORLD'S FINEST 35mm VIEWER

$7.95 VALUE

ONLY $4.99

NEW 1957 EXA OUTFIT

EXA Camera with F2.8 Westar Lens, Waist Level Finder, 100mm F4.5 ctd. Iscor Telephoto Lens, Carrying Case, Exposure Meter, BC Flashgun $89.50

Same outfit with Ponta Prism Rfdr. $99.50

8mm MATCHED LENSES SETS!

- Guaranteed Top Quality • Needle Sharp and Precision Made
- Click Stops • Regularly Sells For Double The Price

8mm W. A. F1.9 Ctd. | 20mm Tele. F1.9 Ctd. | SET $32.50

The EXPOSURE METER

YOU HAVE ALWAYS WANTED NATIONALLY ADVERTISED FAMOUS MAKE AT SAVINGS OVER 50% BELOW WHOLESALE

NOW $4.95

ZEISS TYPE PRISM BINOCULARS

NATIONALLY ADVERTISED ... SAVE MORE THAN 50%

These Fine Binoculars Have—
- Coated Prisms
- Lightweight Design
- 2 Year Guarantee
- Case and Shoulder Strap
- Coated Lenses
- Moisture Proof
- Only a subsidy from the Japanese Govt. to the manufacturer permits these high quality glasses to be sold at these LOW prices. BUY THEM, TRY THEM, If not satisfied return them—your money back overnight.

6 x 15 I F.....$8.95 • 6 x 30 I F.....$12.95
6 x 30 C F..... 18.95
7 x 35 I F..... 19.95
7 x 50 I F..... 19.95
7 x 50 C F..... 21.95
8 x 30 I F..... 18.45
10 x 50 CF 24.95
Add 10% F. E. Tax To All Binocular Prices

ALL NEW FAMOUS NAME FULLY AUTOMATIC REFLEX CAMERA

You know it so well— Look at these special F3.5 ctd. 4-element lens. 1 Sec.-1/500 Sec. Fully Automatic. MXV Shutter—Synchro Self-Timer. Bayonet Mount. Reg. $75.50

Special NEW $49.50

NEW PRAKTICA FX OUTFIT

With F1.8 Zeiss Tessar PS or F1.9 Meyer Pleniguar PS. (Bonus F3.5 Telephoto Lens, Carrying Case)

ONLY $99.50

Same Outfit with F2.8 Auto Westanar $119.00

BRAND NEW LATEST CANON VT CAMERA

with F1.9 Canon ctd. lens BC Flashgun, NEW Fully Lined Pigskin Gadget Bag.

$201.00

NEW AUTO ROLLEI

With Built-In Exposure Meter!

PLUS YOUR ROLLEIFLEX LVS MODEL AND $104.50

New Auto Rollei 2.8 E, F2.8 Xenotar with Built-in Exposure Meter!

PLUS Your Auto Rollei 2.8 D AND $117.50

30 DAY FREE TRIAL

IMMEDIATE DELIVERY

WE RUSH QUOTES ON ITEMS NOT LISTED

IMMEDIATE CASH FOR YOUR OLD EQUIPMENT

MINIFILM CAMERA STORES

Where Customers Become Friends

MAIL ORDERS TO ▶ 1190 Avenue of the Americas (bet. 46-47 St.) New York 36 • JU 2-1416

PLEASE ENCLOSE ESTIMATED POSTAGE & INSURANCE. EXCESS WILL BE REFUNDED. NO C.O.D. UNDER 10 DOLLARS. PLEASE ENCLOSE 10% ON C.O.D.

MINIFILM'S CONFIDENTIAL TIME PAYMENT PLAN!

NO CREDIT INVESTIGATIONS

NO CO-MAKERS

NO OUTSIDE FINANCE COMPANIES

10% DOWN

SAVE ON 16mm PATHE DEMONSTRATOR CAMERAS!

Featuring—

- THROUGH THE LENS FOCUSING
- VARIABLE SHUTTER, ETC.

DEMO. PATHE BODY ONLY $229.50

DEMO. PATHE w/F1.9 BERTHIOT $268.00

DEMO. PATHE w/F1.9 BERTHIOT, 100MM F1.9 BERTHIOT, 75MM F3.5 BERTHIOT $429.00

LEICA M3 WITH F2 SUMMICRON CTD. LENS $279.00 USED

LEICA IIIF, F2 SUMMICRON, USED 174.00

LEICA IIIF, F1.5 SUMMARIT, USED 179.00

MINIFILM'S BEST 35mm VALUE

The manufacturer made us promise not to hint at his name. However, after one look at these specs, it won't take you long to guess.

- Built-in cpld. rfdr.
- Built-in Photo-electric Exposure Meter
- F2.8 ctd. Lens
- Full MFX Synchro 1 Sec. to 1/300 Sec.
- Auto Film Transport Lever

SPECIAL $39.95

DELUXE CASE $8.95

FLASHGUN 6.95

NEW RETINA IIIC

- COUPLED RANGEFINDER
- F2 Ctd. SCHNEIDER XENON
- COMPUR RAPID LVS 1/500

MINIFILM SPECIAL

Retina Longar Tele. Lens, reg. $42.50—sale $32.50 • Retina Curtar W. A. Lens, reg. $32.50—sale $41.50. Universal Finder, reg. $17.95—sale $11.50.

ARGUS 300 WATT PROJECTOR

FAMOUS ARGUS F3 IN CASE, FLASHGUN, Brand New 300 Watt Bright Coated Arg. Projector

ONLY $59.95 COMPLETE

COMPLETE

NEW LATEST AUTO EXAKTA VX

- F2.8 Auto Zeiss Tessar .. $219.00
- F2 Auto Zeiss Biotar 244.00
- F1.9 Auto Xenon or Quinon 249.00

Includes Factory Guarantee, Registration and Import Certificates

ACCEPT NO SUBSTITUTES

EVEREADY CASE $11.00

NEW CONTAFLEX OUTFIT

LATEST MODEL F2.8 TESSAR MX. AUTO DIZPHRAGM TELEPHOTO LENS, W. A. LENS EXPOSURE METER

SPECIAL $154.00 NEW

NEW ULTRABLITZ EXPERT IV ELECTRONIC FLASH

- 80 Watt Seconds Same Power As 2 Number 5 Flashbulb
- Portable and A.C. Takes 5 Small D Cell Batteries Lifetime Flashtube

REG. $69.95 LESS BATTERIES

FINEST OF THE GERMAN IMPORTS $37.50

NEW 1957 AUTO PENTACON OUTFITS

With Famous Schneider Ultra Fast F2 ctd. Lens. Speeds to 1/1000 Built-in REX, Delayed Action, Auto Film Counter.

$109.50 NEW

- with F2.8 Auto Westanar Lens..$126.00
- with F2 Preset Zeiss Biotar Lens 140.00
- with F2 Auto Westagan Lens..... 119.50 Carrying Case..... $10.00

(with Factory Guarantee, Registration and Import Certificates)

FULLY AUTOMATIC WIDE ANGLE LENS

35mm—F3.5 Ctd. 6 Element FOR EXAKTA

Reg. $98.50

MINIFILM SPECIAL

ARGUS C3 AND

NEW HIGH SPEED TELEPHOTO LENS

(FOR EXAKTA, PENTACON, ETC.)

135mm F2.8 Ultra-Speed ctd. lens with preset spring diaphragm—4 element

reg. $89.95

$39.95 NEW

BRAND NEW

UP TO 12 MONTHS TO PAY BALANCE

35mm F2.8 wide angle lens, 6 element click stops, rfdr. coupled, focuses down to 3½ ft. reg. $79.50

135mm F3.5 Telephoto lens, rfdr. coupled, 4 elements, click stops. reg. $79.50

FREE: Leather case and viewfinder with each lens.

$52.00 EACH NEW

SEND FOR FREE GIANT BARGAIN BULLETIN TODAY

FULL REFUND GUARANTEE

RUSH APPRAISALS BY RETURN MAIL

MINIFILM CAMERA STORES

Where Customers Become Friends

MAIL ORDERS TO

- 167 WEST 32nd STREET OPPOSITE PENNSYLVANIA STATION
- 42 EAST 59th STREET S.E. CORNER MADISON AVENUE
- 1 WEST 42nd STREET 2 BLOCKS WEST OF GRAND CENTRAL

1190 Avenue of the Americas (bet. 36-47 St.) New York 36

We heartily recommend DeJur 8mm MOVIE CAMERAS

FOR SHARP . . . CLEAR COLOR MOVIES BOTH INDOORS AND OUT!

ELDORADO III

3 Lens Turret. 8mm Movie Camera with f1.9 Fixed Focus Normal, Wide Angle and Telephoto Lens. ONLY $9.95 DOWN

ELDORADO with F2.5 Universal Focus Lens. ONLY $5.49 DOWN

ELDORADO TWIN-LENS TURRET with f1.9 Fixed Focus Lens and f3.5 Fixed Focus Telephoto. ONLY $9.99 DOWN

SPECTATOR TURRET with f2.5 Universal Focus Lens. ONLY $11.25 DOWN

DeJUR Eldorado

ONLY $10.99 DOWN

8mm MOVIE PROJECTOR with ¾" Wide-Angle Projection Lens and Case.

"500" Projector with ¾" Wide-Angle Projection Lens ONLY $6.99 DOWN

"750" Projector with Magna Vision (Wide-Angle) Projection Lens with Carrying Case. ONLY $16.60 DOWN

Custom "1000" Projector with Magna Vision (Wide Angle) Projection Lens and Case. ONLY $17.90 DOWN

kalloflex automat

Only **KALLOFLEX'S** *coaxial winding/focusing action permits lightning-fast shooting!*

the Camera preferred by Professionals

$119.50

Only $11.99 DOWN

- Automatic lever winds film, cocks shutter
- 75mm f:3.5 4-element Prominar taking lens
- Shutter speed to 1/500 second
- FMX Flash synchronization
- Click-stop diaphragms and shutter speeds
- Rationally sloped convex viewing screen 50% brighter in the center, 5 times brighter at the edges.

THE AMAZING PROMINAR 4-ELEMENT LENS GIVES A RESOLUTION OF 125 LINES PER MM, WIDE OPEN!!

YOUR OLD CAMERA ACCEPTED AS DOWN PAYMENT.

MINIFILM CAMERA 1190 AVENUE OF THE AMERICAS M10 NEW YORK 36, N. Y.

Please rush the following _____ I wish to trade in _____

Please ship films indicated _____

Enclosed is $_____ ☐ Complete payment ☐ Ship COD for balance

10% down payment ☐ I wish to pay $_____ each month for _____ months

☐ I am shipping my equipment under separate cover

☐ Send for FREE 1957 Catalog ☐ Send time-payment application

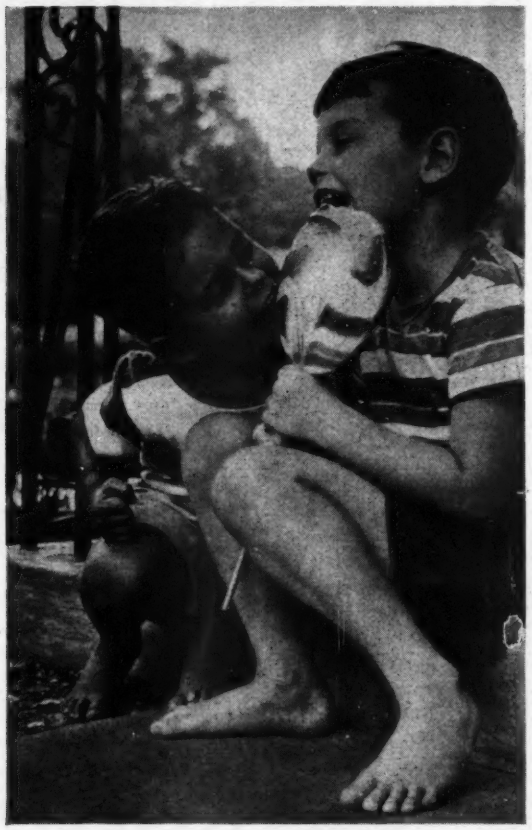
Name _____ Telephone No. _____

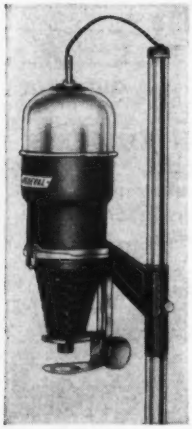
Address _____

City _____ State _____

Photo by Mrs. Philip B. Culotta Jr., New Orleans, La. Enlarged on Federal Store-Away Junior Enlarger . . . same type as shown below.

"Getting in their licks"





Priceless enlargements like this are easy with your own Federal Store-Away Enlarger!

You'd never believe you could get such perfect enlargements so easily . . . until you make them on your own Federal! For Federal precision construction gives you razor-sharp prints as routine. No darkroom needed either! The Federal *Store-Away*® Enlarger was specially designed for amateurs who use kitchen or bathroom as their workshop. That's why amateurs get such perfect results with it! Simply set your Federal up anywhere. After use, fold away into its handy carrying case in just 39 seconds . . . and thrill friends with your sparkling enlargements!

All Store-Away Junior enlargers are equipped with a 3½" f:6.3 Decar anastigmat enlarging lens that assures you sharp, clear pictures. The Federal Store-Away Junior Model 269 (illustrated) has diffused illumination ($43.95); Model 279 has condenser illumination ($51.95); and Model 269CL uses the Federal Cold-Lite unit ($57.95). All models are extremely versatile, even making direct-positive paper black-and-white enlargements from color transparencies. Ask your photo dealer to show you a Federal today.

FREE *Booklet "How to buy an enlarger" sent on request.*

Prices slightly higher on West Coast

Federal is America's Greatest Enlarger Value

FEDERAL

FEDERAL MANUFACTURING & ENGINEERING CORPORATION

Photographic and Electronic Instruments

1055 STEWART AVE., GARDEN CITY, N. Y. L-51

NEW PRODUCTS

(Continued from page 47)

densities. Constructed of cast aluminum, the viewing angle can be adjusted to the individual. Weight of the fixed focus unit is 8 lbs., and price is $29.95. For additional information, write:
VILLA MFG. CO.
710 17TH ST., N. CHICAGO, ILL.

Ansco Universal Slide Viewer

With the several transparency formats available, having the right viewer is a problem. The new Ansco Universal Slide Viewer handles 2¼ x 2¼, 35mm, super size, and bantam slides. It folds to 3¼ x 3¼ x 1 in. and can be slipped into pocket or purse. Slides are held in place by a retaining channel in front of a frosted screen, and a magnifying eyepiece enlarges slides 2X. Available in Bankers' gray, Autumn red, Seaside blue, and Moonglow green, the viewer sells for $2.95. For additional information, write:
ANSCO
40 CHARLES ST., BINGHAMTON, N. Y.

Opta-Vue Slide File for 2¼ Slides

Tired of keeping your 2¼ transparencies in an old shoe box? The new Opta-Vue 150 slide file is chemically treated with Film-Gard to protect slides against deterioration. The unit is constructed of lightweight, unbreakable Opthalene and has a handgrip for easy carrying. The file is compartmented to hold 150 slides, and an index card is provided for keeping track of slides. Price of the Opta-Vue 150 is $2.95. For additional information, write:
OPTICS MANUFACTURING CORP.
AMBER AND WILLARD STS., PHILADELPHIA, PA.

Anscochrome Professional Camera Film, Type 242, is designed to give top quality in **16mm motion picture prints.** The new film has a tungsten **exposure index of 10** and may be used outdoors with a compensating filter at an index of 8. It is said to have the same color rendition characteristic of regular Anscochrome films and may be intercut with them. Most commercial laboratories can balance the intercut originals without difficulty. For additional information, write: *Ansco Professional Motion Picture Sales Offices, Binghamton, N. Y.*

Telephoto for Leica Reflex Housings

Owners of Leica reflex housings may be interested in the new Steinheil Quinar 135mm f/2.8 lens. The five-element lens is made in Munich, Germany. The diaphragm of the Quinar stops down to f/32, has eight click stops, preset diaphragm, and helical focusing from infinity to 4 ft. The lightweight chrome lens barrel has an engraved depth of field scale. A chrome lens shade is supplied with each lens. Price is $129.50. For additional information, write:
STEINHEIL
705 BRONX RIVER RD., BRONXVILLE, N. Y.

Compact 360mm Telephoto for Alpa

The Alpa Tele-Xenar 360mm f/5.5 lens is designed for Alpa camera owners who shoot wildlife, sports, or other subject matter over long distances. Made with rare earth elements and all-sur-

(Continued on page 52)

LET'S TALK PRICE

We will not be undersold!

ROBOT ROYAL 36

- Full Frame Rapid Sequence
- Standard 35mm Film
- Coupled Rangefinder
- MX full synch.
- Interchangeable Lens

SAVE 40%

With Xenar F:2.8 BRAND $127.97

With Sonnar F:2 NEW $197.97

AUTOMATIC EXAKTA VX

- Single flash post
- Improved shutter
- Body lock
- New Exposure counter
- With automatic Tessar 2.8

$198.00 BRAND NEW

$219.00 with autom. Biotar F:2
$223.00 with autom. Xenon F:1.9

EXAKTA LENSES

35mm Travegon F:3.5 W.A. autom., L.N.	43.00
40mm Meyer F:4.5 W.A.L.N.	19.95
50mm Westanar F:2.8 automatic, L.N.	39.50
50mm Auto-Xenon F:1.9 automatic, L.N.	98.00
58mm Biotar F:2 automatic, L.N.	96.00
75mm Primoplan F:1.9 pre-set, NEW	68.50
135mm F:3.5, pre-set, NEW	37.50
135mm F:2.8 Ultraspeed, pre-set, NEW	47.25
180mm Tele-Picon F:5.5, pre-set, NEW	45.00
250mm Tele-Picon F:5.5, pre-set, NEW	50.00
400mm Tele-Picon F:5.5, pre-set, L.N.	79.95
Prism Finder for Exakta, L.N.	17.50
Set Extension tubes $7.00 Ext. bellows	14.00

EXCLUSIVE!
REFLEX-PRIMAR

Single lens Reflex focal plane shutter, swings and tilts, 210mm Meyer F3.5 Trioplan ctd. lens complete with 3 holders.

reg. $298.00 $112.50 BRAND NEW

GRAPHIC-LINHOF

4x5 Crown F:4.7 Rfdr.. disc. ------brand new $145.00

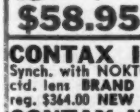
Ann. Speed With Rfdr. Flash	
2¼x3¼ F:4.5 Lens	59.95
3¼x4¼ F:4.7 Lens	59.95
4x5 F:4.7 Lens	78.75
Pacemaker Crown 23, F:4.5	98.00
Pacemaker Speed 45, F:4.7	138.50
Linhof 23, Xenar F:3.5	225.00
Linhof 45, F:4.5	193.95
BRAND NEW 4x5 B&J View with L.N. Xenar F:4.5	77.00
BRAND NEW 5x7 B&J View	58.50
5x7 cut film holders NEW	4.95

EXPOSURE METERS

BRAND NEW DEM. MODELS

FR with Light Magnifier	7.95
BEWI AUTOMAT 'A' reg. 29.50	16.95
G. E. GUARDIAN, latest	23.50
NORWOOD DIR. reg. 32.95	16.75
NORWOOD M-3, reg. 16.95	4.95
SEKONIC with case & chain	6.50
WESTON MASTER III, latest	22.00
WESTON MASTER II, new	15.95
ZEISS IKOPHOT reg. 28.00	19.95

STEREO SPECIAL



$58.95

Stereo Realist, F3.5 Rfdr.	58.95
Iloca II, F3.5 ctd. New	38.00
Edinex IIA, F3.5 Rfdr.	46.00
Kodak Stereo, F3.5	42.25
Graphic Stereo, F3.5	31.75
Revere Stereo, F3.5 Rfdr.	68.50
TDC Stereo F:3.5	39.50
Stereo Realist Viewer	6.95

All used, perfect, guaranteed.

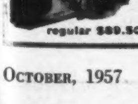
CONTAX IIA, Rfdr. X

Synch. with NOKTON F:1.5 ctd. lens BRAND reg. $364.00 NEW $168.00

CONTAX IIIA, Rfdr. X

Exp. meter, with NOKTON F:1.5 ctd. lens BRAND reg. $394.00 NEW $198.00 BRAND NEW

KONICA II



BRAND NEW

- Hexanon F:2.8 lens
- Coupled Rangefinder
- F-M-X full synch.
- Double exposure prev.
- Helical focusing track

regular $89.50 $49.50

35mm CAMERAS	NEW	USED
Aires III F:1.9, Rfdr.	99.50	53.50
Argus C3, case and flash	[illegible]	27.95
Argus C44 case & flash	[illegible]	62.75
Canon IV [illegible] F:1.9 Rfd	[illegible]	106.95
Canon [illegible] st F:[illegible]	325.00	168.00
Contax II Sonnar [illegible]	.....	58.95
Contax II [illegible]	.....	65.95
Contax IIa Sonnar F:2	298.00	119.50
Contax [illegible] Sonnar F:1.5	348.00	167.50
Ex[illegible] F:2.9 MX synch	79.50	33.25
Exakta I, F:2.9 synch	.....	42.00
Exakta II, F:2.8 automatic	.....	68.00
Kodak Pony F:4.5 synch	* * *	9.75
Kodak Signet, Ektar F:3.5 Rfdr	* * *	32.50
Kodak Retina IIA, F:2 synch	.....	64.25
Leica IIIA, F:2, Rfdr	.....	59.50
Leica IIIC, F:2, Rfdr	.....	78.95
Leica IIIF, F:2 synchro Rfdr	336.00	123.75
Leica M3, Summicron F:2	[illegible]	269.50
Minolta A-2 F:2.8, Rfdr, FM	[illegible]	34.00
Minox III [illegible] 3.5 synch	[illegible]	68.95
Nikon [illegible] 3.5, Rfdr	.....	128.00
Nikon S2 [illegible] 1.5 [illegible] synch	385.50	184.00
Praktina, [illegible] autom.	297.50	166.50
Ricoh 500 [illegible] Rfdr	69.50	39.75
Robot [illegible] F:2.8 [illegible] synch	79.00	.....
Voigtlander Prominent F:1.5	270.00	109.00
Voigtlander Vitessa L, F:2.8	139.50	79.00
Voigtlander Vito IIA F:3.5	54.50	29.50
Voigtlander Vito B F:3.5	45.00	22.25
REFLEX & ROLLFILM CAMERAS		
Exakta 66, Tess F:2.8	319.50	142.00
Graflex Super D 3x4, autom.	289.50	98.00
Ikoflex IIA, Latest, MX, autom.	98.50	64.00
Kodak Chevron, F:3.5 Rfdr.	97.50	69.75
Kodak Medalist II, Ektar F:3.5	.....	97.25

FLEXARET IV, Latest, autom. F:3.5, full synch. FREE case & filter case BRAND NEW $29.95

	NEW	USED
Master Reflex F3.5 ctd synch.	89.50	.....
Minolta Autocord F:3.5 autom.	[illegible]	51.50
Polaroid 95 Picture in 1 Min.	[illegible]	35.50
Soligor [illegible] 3.5 synch	[illegible]	44.00
Voigtlander Bessa [illegible]	124.50	56.25
Yashica[illegible] F:3.5	75.00	46.50
MOVIE CAMERAS & PROJECTORS		
B & H 220 8mm F:2.5	* * *	18.25
B & H [illegible] 172B F:2.5	* * *	74.25
Canon Reflex for F:1.8	159.50	108.50
Cine Kodak Mag. F:1.9	* * *	51.95
Cine Kodak Brownie F:2.7	* * *	16.95
Cine Kodak Turret F:1.9	* * *	43.95
Revere Mag. F:2.5	99.50	43.95
Revere 84, Turret, F:2.5	122.50	46.00
Vistascope 8mm Wide Field	37.50	.....
Wollensak 43, 3 lenses, roll	99.50	53.95
Wollensak 53, 3 lenses, roll	199.50	98.75
Wollensak 23, Mag. 3 lenses	239.50	127.50
B & H 253 'Monterey' 500W	* * *	38.95
Keystone K 100 latest, case	99.50	49.50
Keystone K 109, splicer, case	169.50	67.95
Kodak Brownie, case	* * *	31.95
Revere 85, 500W	114.50	41.00
B & H Autoload, Mag. F:2.5	* * *	49.00
B & H 200E, electric Eye	* * *	187.50
B & H 70DA, F:1.9	.....	159.50
B & H 240T, F:1.9, 100' roll		138.50
Cine Kodak Mag 16, F:1.9	.....	49.00
Mansfield F:2.5, 100'	38.75	21.00
Pathe Super 16 F:1.9	489.50	208.75
Revere Turret 100' F:1.9	194.50	123.75
Victor IV, Turret, 3 lenses	278.00	91.25
Victor Model 40, sound	520.00	98.50
B & H 202 'C' Magnetic sound	* * *	366.00

Compare

Compare

Compare

WRITE FOR LOWEST PRICE * * *

BELL & HOWELL 70DR

3-lens Turret 16mm Camera

- 1" F:1.9 standard lens
- 3" F:2.5 telephoto
- 17mm F:2.7 W.A.
- Matching Viewfinders.

USED $283.95

B & H 134TA, 8mm Tri-lens with 3 F:1.9 lenses and matching viewfinders. USED $99.50

SAVE $88.00
ZEISS IKONTA IIIC

- Tessar F:3.5 ctd.
- Compur Rapid
- MX full synchro.
- Rangefinder
- Built-in Selftimer

$48.00 BRAND NEW

reg. $136.00 E. R. case $5.50

ROLLEIFLEX SALE!

Rolleicord II, Zeiss 3.5	29.50
Rolleicord V, Xenar 3.5 LVS	62.95
Auto Rolleiflex, Tess. 3.5	54.00
Auto Rolleiflex, Xenar 3.5	47.50
Auto Rolleiflex, Tess. 3.5 MX	106.00
Auto Rolleiflex, Xen. 3.5 MX	98.00
Auto Rolleiflex, Tess. 3.5 LVS	129.00
Auto Rolleiflex Xen. 3.5 LVS	119.00
Auto Rolleiflex 3.5G, Meter	158.00
Auto Rolleiflex 2.8D, LVS	169.00
Auto Rolleiflex 2.8E, Meter	197.00

All used, perfect, guaranteed

CONTAFLEX SALE!

Contaflex I, MX synch.	76.50
Contaflex II, Exp. Meter	98.50
Contaflex III, interchange. lens	106.00
Contaflex IV, inter. lens, Exp. Meter	117.00

Ikoblitz flash 6.95 Flash shoe 1.50
Right-angle Viewer 13.25 Proxar lens 3.95
Auxiliary Telephoto or W.A. lens 14.95
All used, excellent, fully guaranteed.

RETINA IIIC BRAND NEW

Xenon F:2, LVS, Exp. Meter

$55.00 and your Retina all *

$68.00 and your Argus C4 *

$76.00 and your Kodak Signet *

* pending inspection **Mail coupon to-day!**

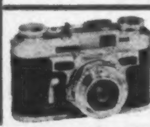
BOLSEY B-22 THREESOME

$39.95 'SET-O-MATIC' with case and flash BRAND NEW Reg. $79.50

BOLSEY 'C,' Reflex case & flash BRAND NEW $49.75

JUBILEE, F:2.8, Case & flash BRAND NEW $49.75

GRAPHIC 35



Complete with case & flash

- F:3.5 ctd. lens
- Synchro shutter
- Cpld. Rangefinder

$39.00 used

Telephoto & W.A. lenses $14.95 each

OLDEN CAMERA & LENS CO.

1265 BROADWAY at 32nd STREET . . . . NEW YORK 1, N.Y.

CALL COLLECT

IT'S FREE

ALL CAMERAS SHIPPED 10-DAY MONEY BACK GUARANTEE

I am interested in __________

I wish to trade the following __________ PLEASE MAIL FREE QUOTATION

NAME __________ PHONE NO. __________

ADDRESS __________ CITY __________ STATE __________

PHONE OLDEN 'COLLECT' MURRAY HILL 4-4285!

FAMOUS NEWS PHOTOGRAPHER, JOSEPH COSTA, SAYS...

"even tough shots are easy

WHEN YOU USE PHOTOFLASH POWERED WITH

'EVEREADY' BATTERIES!"
BRAND

Shooting in full color, Joseph Costa catches a moment from the Broadway Hit Show, "Li'l Abner".

Joseph Costa, Chief Photographer, King Features Syndicate, Sunday Mirror Magazine

"Even if it's the one-shot chance of a dramatic moment, you're sure to get the shot with a photoflash powered with "Eveready" brand batteries. For the split-action speed of sports...for candids ...for special features, whatever the assignment, you can count on "Eveready" batteries to give you a better shot, faster . . . more economically!

Whether it's B C, Electronic Flash, or Round-Cell Guns . . . you can count on the instant firing, the sure-shot dependability of "Eveready" photoflash batteries to give you topnotch results with every shot. Power *your* photoflash with "Eveready" brand batteries. You can depend on them!

For Battery-Capacitor

For Electronic Flash

For Round-Cell Guns

UNION CARBIDE

"Eveready", "Nine Lives" with the Cat Symbol, and "Union Carbide" are registered trade-marks of Union Carbide Corporation.

NATIONAL CARBON COMPANY • Division of Union Carbide Corporation
30 East 42nd Street, New York 17, N. Y.

NEW PRODUCTS

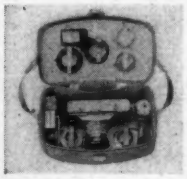
(Continued from page 50)

face-coating, the Tele-Xenar has internal baffles which are said to prevent light loss due to reflection and render maximum light transmission. A rotating mount permits turning the lens 90° for both vertical and horizontal pictures without removing it from the tripod. The lens also has a preset diaphragm, click stops to f/32, an acceptance angle of 7°, and a focusing range from infinity to 15 ft. Overall weight is 3 lbs., and it measures 10 in. in length. Price is $229. For additional information, write:
KARL HEITZ, INC.
480 LEXINGTON AVE., NEW YORK 17, N. Y.

New Deluxe Travelite Tripod

The Whitehall Deluxe Travelite tripod fits the needs of those who want a tripod, but can't carry a full-size unit. The deluxe model, similar to the original Travelite, folds to 14 in. and weighs only 2½ lbs. Features of the deluxe model are: four-leg construction, two-section center post, crank elevator operation, Dualok panhead, Evreway camera plate, and No-Shake leg joints. The Deluxe Travelite sells for $23.95. For additional information, write:
QUICK-SET, INC.
8121 N. CENTRAL PARK AVE., SKOKIE, ILL.

Fitted Case for Voigtlander Vitessa T



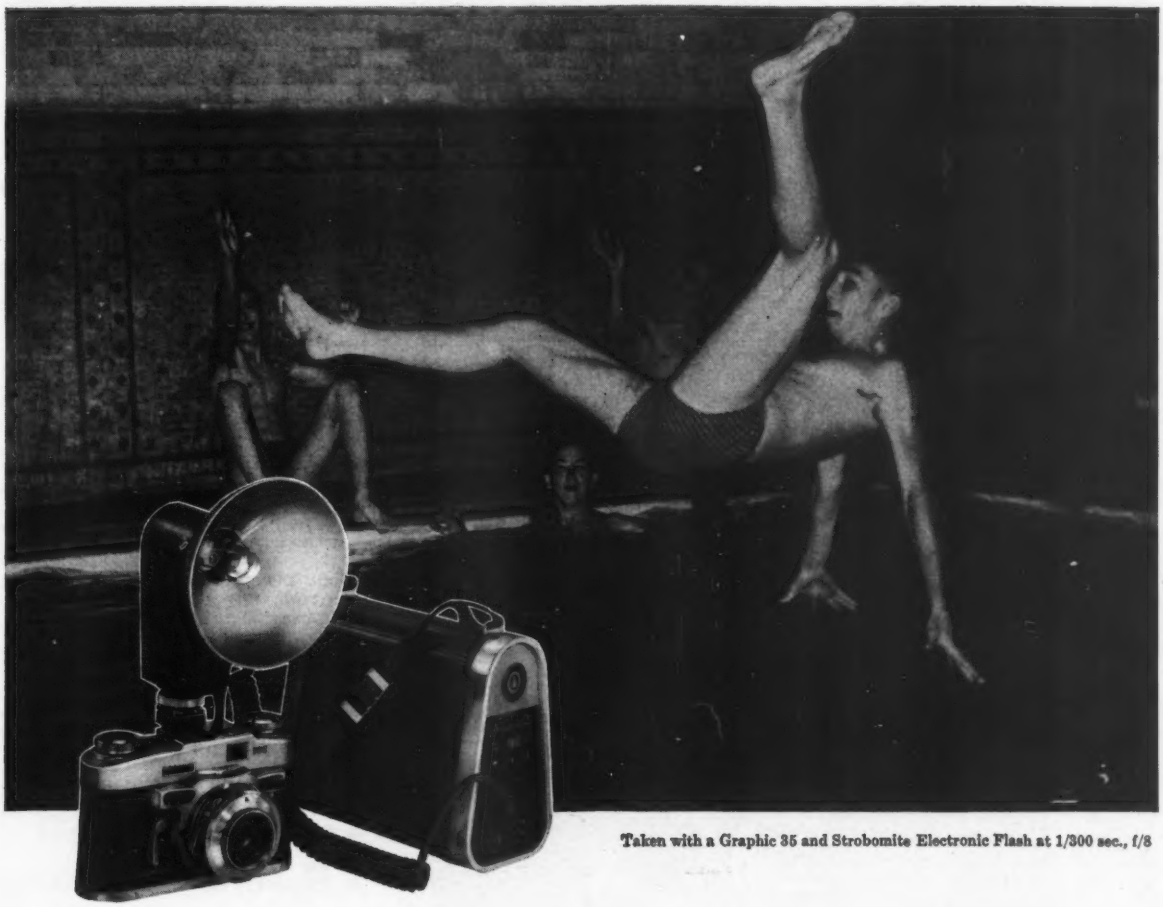
Voigtlander Vitessa T camera owners can now carry camera, lenses, and other accessories in one case. The case is fitted for camera, 35mm wide-angle lens, 100mm telephoto, the Voigtlander Turnit 3 finder, lens shades, filters, and close-up lenses and masks. Additional room for film is provided. The case is made of tan saddle leather and is priced at $19.95. For additional information, write:
H. A. BOHM & CO.
CHICAGO, ILL.

New Yankee Slide Trays and Covers

The 30 and 36-compartment Yankee slide trays, originally designed for TDC and Viewlex changers, have been redesigned to fit Bell & Howell Robomatic projector, B & H electric changer, Viewlex Power-Matic Projector, Keystone slide projector, AO Executive projector. Transparent covers are now available separately for all Yankee slide trays. Price of the trays, with covers, in the 30 compartment size is $4.25 per carrying case of six. The 36-compartment size sells for $5.50 per carrying case of six. Separately purchased covers for 30-compartment slide trays are 20c, covers for the 36-compartment trays are 30c each. For additional information, write:
YANKEE PHOTO PRODUCTS
3325 UNION PACIFIC AVE., LOS ANGELES, CALIF.

Rapid Slide Mount for 35mm

If mounting slides consumes a lot of your time, you should take a look at the Snip-Snap slide mount for 35mm slides. You clip off the corners on the regular cardboard mount, slip the slide into the plastic mount and snap the two halves together. Weighing about ⅓ less than metal and glass mounts, the Snip-Snap also has a molded ridge which protects stacked slides. Price is $1.69 for a box of 20. For additional information, write:
ADMIRAL PHOTO PRODUCTS CO.
1035 W. LAKE ST., CHICAGO, ILL.



Taken with a Graphic 35 and Strobomite Electronic Flash at 1/300 sec., f/8

For Reliable Light . . . choose strobomite!

Always ready, always reliable, the new Graflex-made Strobomite electronic flash unit has what it takes to "freeze" the fast action that makes truly remarkable pictures—anytime, anywhere. Using four inexpensive D-size photoflash batteries, this lightweight, completely portable unit provides numerous flashes at less than one cent a picture! Operates on 60 cycle, 110-120 volt AC, too.

GRAFLEX-MADE FOR ALL "X" SHUTTERS

The Strobomite performs with any camera having an "X" synchronized shutter. A mounting foot with screw-down clamp is designed to fit cameras having an accessory mounting shoe. Or, you can use the accessory wire shoe adapter if your camera has an internally wired flash shoe. Adjustable reflector provides wide light coverage and intensity. "Ready light" shows when unit is ready for use. Built by Graflex—maker of precision photographic equipment for 70 years—it will give a lifetime of service.

SPECIFICATIONS

Energy storage—50 watt-seconds nominal; Flash duration—1/1100 sec.; Recycling time—6 sec. AC, 10 sec. battery.

GUIDE NUMBERS for color transparencies you'll be proud to show: 30 (Film speed ASA 8-10); 56 (Film speed ASA 32).

PRICES

Strobomite Power Pack and Lamphead including 15′ AC power supply cord	$59.95
Wired Shoe Adapter	2.95
"L" Bracket for Lamphead	3.40

PERFECT COMPANION FOR THE *Graphic 35*

Strobomite is ideal for use with the precision-built Graphic*35. It clips directly onto the Graphic 35's built-in wired accessory shoe. It is in synchronization when the shutter is set at "X." The Graphic 35 is far and away the easiest of all 35's to use. Exclusive Push-Button Focusing and Spectramatic Flash Settings make wonderful pictures—night or day—practically automatic! Graphic 35 with f/3.5 lens, only $77.50. Graphic 35 with f/2.8 lens, only $87.50.

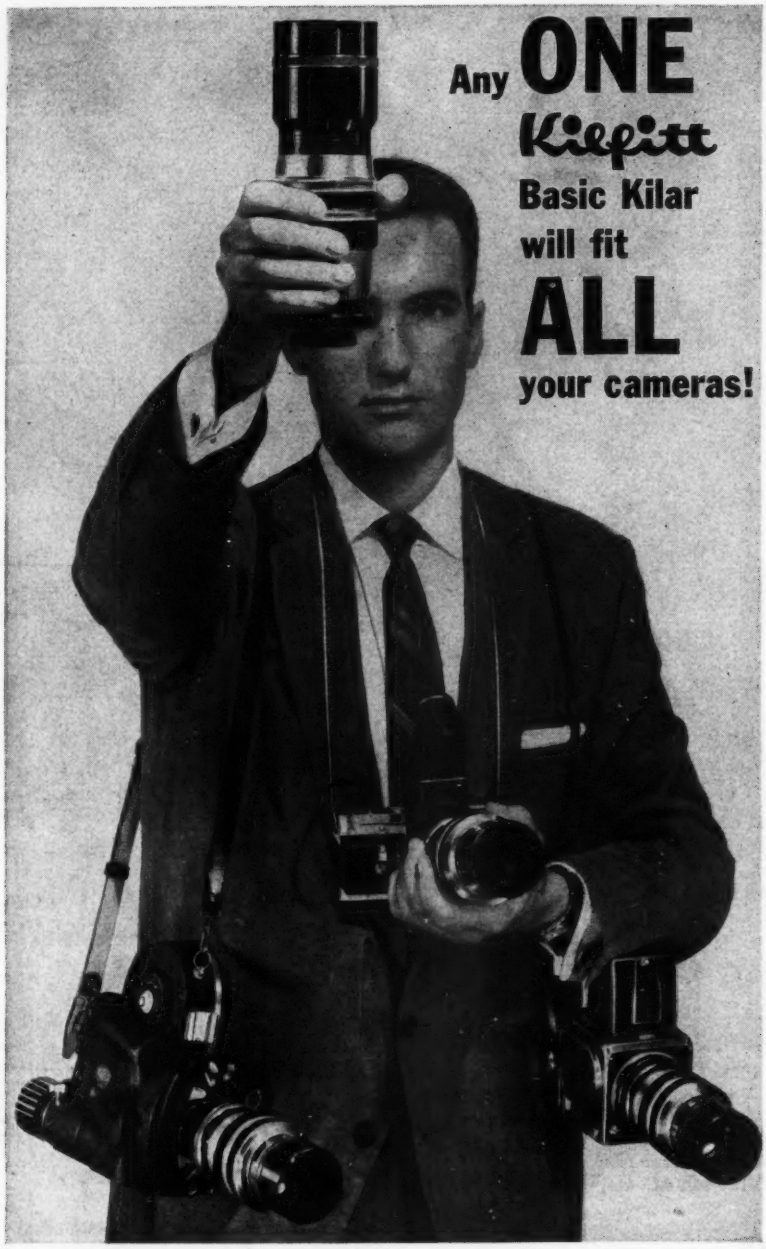
GRAFLEX®

A SUBSIDIARY OF GENERAL PRECISION EQUIPMENT CORPORATION

70th Anniversary—1887-1957

*Trade Mark

Prices include federal tax where applicable and are subject to change without notice. Graflex, Inc., Rochester 3, N.Y.



It's smart to save money. Smart photographers own only one lens of each focal length no matter how many different types of cameras they have. They use Kilfitt Basic Kilars which are ingeniously designed so they can be switched from camera to camera merely with the change of an adapter. Basic Kilar adapters are available for all popular 35-mm. still, 2¼ x 2¼ single-lens reflex, and 16-mm. and 35-mm. movie cameras. Kilfitt Basic Kilars are the overwhelming favorites of press, movie and commercial photographers not only for their versatility and economy, but also because they are lightweight, highly color corrected and unsurpassed for critical sharpness. Basic Kilars come with screw-in lens shade and an actual test plate photographed with the lens you buy. Only Kilfitt offers you this indisputable assurance of finest quality.

150-mm., f/3.5 Basic Tele-Kilar (preset)... 147.50
300-mm., f/5.6 Basic Tele-Kilar (preset)... 179.50
400-mm., f/5.6 Basic Fern-Kilar..... 239.50
600-mm., f/5.6 Basic Fern-Kilar (preset)... 599.50
90-mm., f/2.8 Basic Makro-Kilar (preset), focuses from infinity to 8 inches..... 249.95

Kilfitt products are made in West Germany Kilfitt and sold in U.S.A. by all leading dealers

More information about Kilfitt Basic Kilars will be sent on request. Handsome, 2-color booklet on Kilfitt Basic Kilars, Makro-Kilars, Reflex Housings, Extension Tubes and Bellows, and other accessories will be sent if 10¢ is enclosed to cover cost of mailing.

KLING PHOTO CORPORATION 257 Fourth Ave., New York 10, N.Y.
7303 Melrose Ave., Hollywood 46, Calif.

SALON Calendar

***3RD INT. CAVOILCADE EXHIBITION OF PHOTOGRAPHY, Port Arthur, Tex.**
Closes: Sept. 13
Exhibit: Oct. 1-25
Fee: $1 for four prints
$1 for four slides
Sponsor: Gulf Oil Corp. Port Arthur Refinery
Entry Forms: Thomas H. Power, 5045 Proctor, Port Arthur, Tex.

***2ND FRESNO INT. SALON, Fresno, Calif.**
Closes: Sept. 14
Exhibit: Oct. 4-13
Fee: $1 for four prints
$1 for four slides
Sponsor: Fresno Camera Club
Entry Forms: M. G. Smith, 945 San Pablo Ave., Fresno 4, Calif.

***3RD INT. EXHIBITION OF ARTISTIC PHOTOGRAPHY, Biella, Italy**
Closes: Oct. 6
Exhibit: Oct. 27-Nov. 10
Fee: $1 for four prints
$1 for four slides
Sponsor: Cineclub Biella
Entry Forms: Cineclub Biella, Sezione Fotografica, Via Vescovado 3, Biella, Italy

***13TH CHICAGO INT. COLOR SLIDE EXHIBIT, Chicago, Ill.**
Closes: Oct. 7
Exhibit: Oct. 26, 27, Nov. 3
Fee: $1 for four slides
Sponsor: Chicago Color Camera Club
Entry Forms: George Wood, 13th Chicago Int. Color Slide Exhibit, 31 Ash St., Carpentersville, Ill.

***6TH INT. EXHIBITION OF PHOTOGRAPHIC ART IN MEXICO, Mexico City, Mexico**
Closes: Prints—Oct. 8
Slides—Oct. 19
Exhibit: Nov. 7-28
Fee: $2 for four prints
$1 for four slides
Sponsor: Photographic Club of Mexico 1, D.F., Mexico
Entry Forms: Photographic Club of Mexico, San Juan de Letran 80, Mexico 1, D.F., Mexico

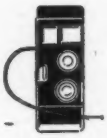
***9TH INT. SALON OF PHOTOGRAPHIC ART, Bordeaux, France**
Closes: Oct. 10
Exhibit: Nov.-Dec.
Fee: $1 for four prints
$1 for four slides
Sponsor: Photo Club of Bordeaux
Entry Forms: Andre Leonard, 17 Rue de la Ville-de-Mirmont, Bordeaux, France

***8TH INT. COLOR SLIDE FESTIVAL, Torino, Italy**
Closes: Oct. 15
Exhibit: Nov. 5-25
Fee: $1 for four slides
Sponsor: Societa' Fotografica Subalpina
Entry Forms: Societa' Fotografica Subalpina, Via Bogino 25, Torino, Italy

*Uses standard PSA practices.

1. zoom-type viewfinder.

2. seven different speeds.



3. cable release for single frame filming.

Bolex Twin-Turret 8mm B-8 with Yvar 2.5 lens, $119.50.
Bolex 8mm C-8 with Lytar 2.5 lens, $89.95.

4. continuous run lock.

Count the precision extras you get in the BOLEX 8mm Movie Camera

Here's something that sounds strange but isn't. *The finest is almost cheaper than the cheapest.* In movie cameras, at least . . .

The reason lies in the cost of camera "extras." Necessities, really, if you want easy, professional-looking home movies. You get them all as standard equipment in a Bolex. The same equipment on other brands costs you far more.

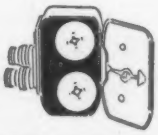
Bolex does not believe in making a stripped model. Every Bolex is complete. Other brands offer you a range of models, each with a little more equipment at a higher price. Extras bring their costs up as high as $100 more than their cheapest models! Twenty . . . thirty . . . and forty dollars more than a complete Bolex – and you still won't have a Bolex!

But it's not just the extras that make a Bolex. It's the way it's built. Each part is designed, cut, and fitted by precision Swiss craftsmen in our workshop in St. Croix. Workmanship is what you get – a beautiful instrument with every precision device you could ask for. Isn't this really what you want?

For literature and the name of the Bolex dealer nearest you – and for details about the Bolex Reporter magazine – write us today to Dept. MP10 address below.

5. Governor controlled motor.

6. geared footage indicator.



7. reload in seconds.

BOLEX

A PAILLARD PRODUCT

PAILLARD Incorporated, 100 Sixth Avenue, New York 13, N. Y.

8. Kern-Paillard Swiss precision lenses

PIZAR 5.5 mm F:2.0 Wide Angle Lens.

YVAR 1½" F:2.8 Telephoto Lens, with magic "visifocus."

LENS ISSUE

What is the truth about lenses? Because the quality and design of lenses affect photography perhaps more than any other material element, MODERN's editors have gathered the opinions of a leading optical designer, the knowledge of eminent photographers, the experience of a professional technician. MODERN proudly presents these for the first time, in the words of the men who design, who use, who repair lenses. In doing so, MODERN hopes to establish a precedent in photographic literature. We believe that criticism of lens performance will lead to better optics, that information on how to use a certain lens will help photographers to get better pictures with existing lenses, that even the technical side of photography is a dynamic field requiring an honest approach from a photographic magazine. There is no single all-knowing source of information having all the truth at its command. Like all arts and sciences, photography must reflect many voices, of those who invent, those who create. Photographers should know the differences of opinions that exist in the field. The photographic press must have an honest voice. We hope that in this issue, photographers will find it.—THE EDITORS

by DR. FRANK G. BACK

AN EXPERT PREVIEWS TOMORROW'S LENSES

Dr. Frank Gerard Back, president of Zoomar, Inc., and designer of the Zoomar lenses, is regarded as one of the outstanding authorities on optics in the world today. Dr. Back is an avid amateur photographer, deeply concerned about precision lenses and cameras. Because his present work in precision optical designs for governmental agencies and for television in no way involves him in the controversies between companies engaged in making lenses for small cameras, MODERN *has asked him for his unbiased views on the problems of lens designers today and in the future. His views, however, are his own and do not necessarily reflect those of* MODERN PHOTOGRAPHY—H. K.

Unless you are experimenting with a pinhole camera, the success or failure of your pictures depends largely upon the quality of your lens. This elusive characteristic cannot be determined by reading the name or figures engraved on a lens, by looking through the lens, or by paying a good deal of money for it. In recent years, advertisements, feature articles, publicity releases on photographic lenses have been stressing one supposed aspect of quality —speed. The public has often been led to believe that speed, and speed alone, is the criterion for miniature camera lenses. And if an f/1.9 lens is offered photographers are glad to pay twice the price of an f/2.8 whether they need the extra speed or do not need it.

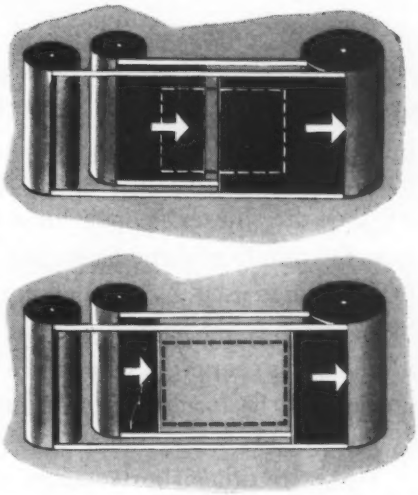
Superfast "normal" (50mm f/1.1, 1.2, etc.) and wide-angle (35mm f/1.8, etc.) lenses are now pouring into the U. S. If you have tried one, you have found it fast indeed. But how are the pictures made with the lens at full opening? I've seen few results to justify such wide apertures. In addition to the inherent lack of quality found in a lens at such a wide aperture, there are other problems: (1) critical adjustment to the camera's focal plane and (2) the extremely shallow depth of field at full aperture with the "normal" high speed lenses, which would seem to make such lenses extremely hard to use.

Years ago, the problem of lens speed would have been far more important than it is now. There's always been a photographic race between film speed and lens speed.

Fifty years ago, an exposure time of ½ minute with the fastest lens then available was quite an achievement. I still remember when an exposure of 1/10 sec. at f/4.5 with color film seemed an unbelievable dream.

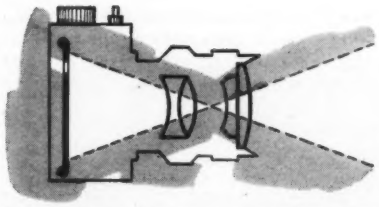
Now, you have color films with film speed ratings of 100 which can be pushed even higher if necessary. How often can you really use an f/2 opening? In most cases when you do, it often would be preferable to turn on another light and increase depth of field and overall sharpness by stopping down the lens to a smaller opening.

Let's say you have a fast f/1.1 or 1.2 lens. Most of the time you will use it stopped down. I don't think it will ever produce results in overall performance as good as another lens specifically designed to be used at f/3.5.

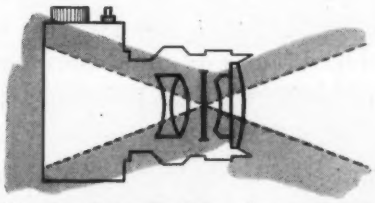


Focal-plane shutter flash problem: At fast speed top, *slit is narrow when flash fires. Picture area is exposed completely only at fairly slow shutter speed,* bottom.

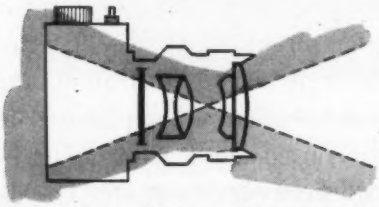
The challenge of the between-the-lens and behind-the-lens leaf-type shutters is a bigger problem than higher lens speed to the lens manufacturers. Although focal-plane shutters allow complete interchangeability of lenses I think that focal-plane shutters are dying out. They have shortcomings. In sports photography, for example, they often distort fast moving subjects. Even so, manufacturers have preferred them. The trend toward electronic flash, however, has caused these same manufacturers to re-examine the focal-plane shutter, its assets and its shortcomings.



Focal plane shutter at rear of camera allows easy lens interchangeability.



Shutter between lens elements permits front component changes only.

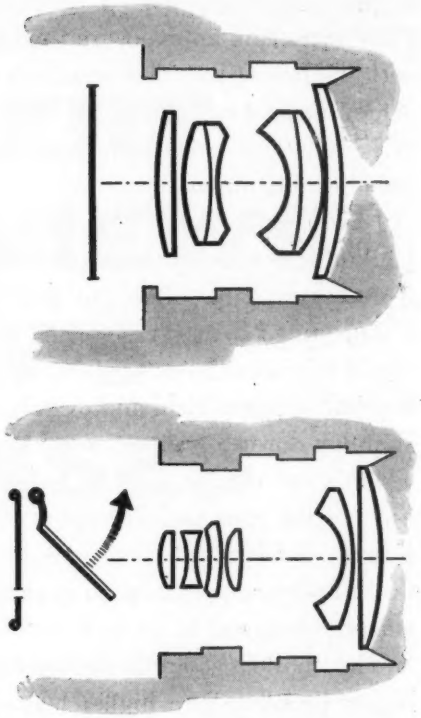


Behind-lens-shutter makes change feasible, but limits optical designs.

A focal-plane shutter consists of two cloth or metal curtains traveling at a constant speed across the film plane. Between these curtains is an open slot. By adjusting slot width, exposure time can be changed. Although an exposure may be very short —1/1000 sec., for instance—it still actually takes much longer than that for the tiny slot to get all the way across the film. If an artifical light source of short duration is used, and if the duration is shorter than the traveling time of the slot over the entire frame, only a portion of the picture will be exposed. This problem has always occurred with flashbulbs of short duration. But it is even more acute with electronic flash. And electronic flash is being used to a greater and greater extent. The flash

duration for many electronic flash units is 1/1000 sec., or even shorter. A focal-plane shutter must be set at 1/60 sec. or slower to expose the entire film area properly *(illustrations, page 59)*. If you're shooting in a comparatively dark area, it really doesn't matter whether the shutter is open for a longer time than the duration of the flash. But, if the electronic flash is used in conjunction with natural light, or floods, the background and foreground illumination cannot be balanced. Often, ghost images will be formed on a negative, created by the secondary light source.

There are other shortcomings of the focal-plane shutter, but these would lead us too far afield. It's sufficient to say that I feel focal-plane shutters are on the way out and between-the-lens shutters or, even more lately, behind-the lens shutters are the shutters of the future. (See MODERN, March 1957 issue.) These shutters, which generally have been associated with fixed, non-interchangeable lenses, offer special problems to the designer who tries to make them for interchangeable-lens cameras.



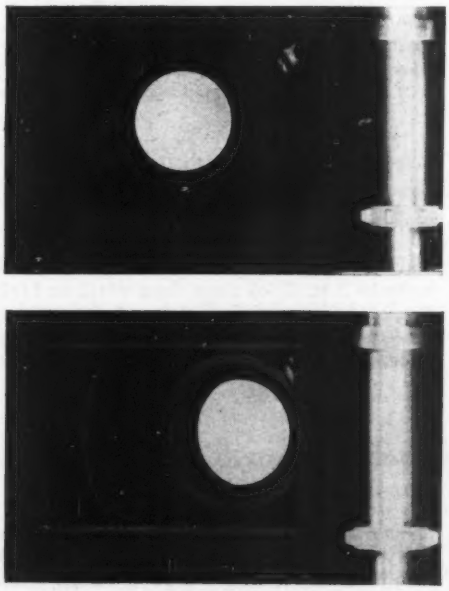
***Most wide-angle lenses like 35mm f/3.5 Schneider Xenogon,* top, *sit far into camera body. Single lens reflex and behind-lens-shutter cameras need new designs to mount further away (as Angenieux 28mm f/3.5* bottom).**

If a shutter is located between the lens elements, it is protected by them. Such a design makes lens interchangeability impossible, unless each lens has its own internal shutter *(illustration, page 59)*. At best, wide-angle or tele adapters or interchangeable, front lens elements can be employed. These are only fair substitutes since they seldom approach the basic lens in quality. This is the reason that behind-the-lens shutters have been developed. These do allow lens interchangeability *(illustration, page 59)*. At present, however, this interchangeability is quite limited. Take the problem of using a wide-angle lens, for instance. Most wide-angle lenses of short focal length extend fairly far back into the camera body toward the film itself *(illustration, this page)*. Since the behind-the-lens shutters generally are located directly in back of the last element of the normal lens, such wide-angle designs will not work with these new shutters. Accordingly, the first problem of the lens designer is to construct a wide-angle lens which can be set further out in front of the film and yet retain the same wide-angle effect as a regular wide-angle lens *(illustration, this page)*. Such lenses, already designed, are called inverted telephotos. Complicated design considerations have to be used in order to get an inverted tele lens of quality—with good resolution, low distortion, high contrast, small field curvature, etc. The design of a telephoto lens for the behind-the-lens shutter also presents a difficulty because,

as in the case of the wide-angle, the position of the shutter severely limits the physical size of the rear of the lens. In the case of the telephoto lens, a behind-the-lens shutter restricts the diameter of the lens's rear lens element. Designing a good telephoto with the necessary small rear lens element which will not vignette is quite a feat. At present such tele lenses are only moderate telephotos. For a standard 24 x 36mm negative area, 150mm seems to be the maximum focal length attainable.

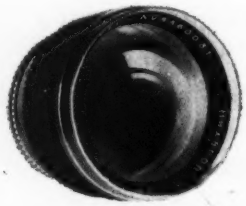
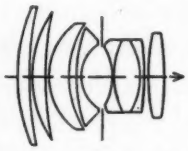
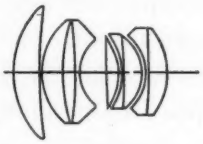
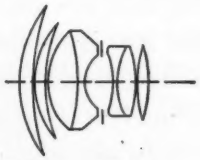
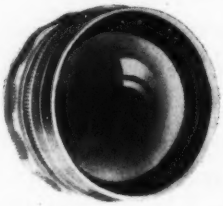
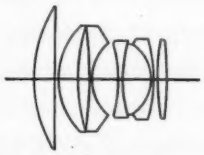
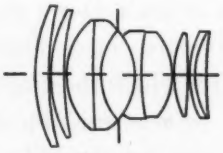
Vignetting isn't a problem confined to behind-the-lens shutter cameras and lenses. It's a problem in all lens designs, especially for high speed lenses. There are far too many high speed lenses on the market today which, if used at full aperture, show a reduction in speed at the corners of as much as four stops as compared to the speed in the center of the lens. In other words, you may be getting a true f/1.5 speed in the center of your negative, but the edges may show a speed of only f/2.8. In black-and-white photography, where the negative material has tremendous latitude, you may never see the difference. But, if you use color film the discrepancy between center and edge speed will be quickly apparent with the image darkening markedly toward the edges and corners. Of course, such performance is unsatisfactory, but the manufacturer knows that the lens will seldom be used at full aperture. And when the lens is stopped down to f/4 or so, speed becomes even over the entire negative or transparency area.

There's a simple check for vignetting which you can make on any lens if your camera back is removable *(illustration, below)*. Set the shutter to "bulb" or "time" so that it will remain open. Adjust the aperture to its maximum. Look through the open camera body and lens from the rear, directly along the axis. The diaphragm will appear as a perfectly round hole. Now tilt the camera slightly off axis until one edge of the hole formed by the diaphragm seems to rest on the edge of the focal-plane frame *(see pictures)*. Examine the lens circle. Probably it is no longer a perfectly round hole. Instead, it is an ellipse. This proves that there is a much greater light transmission in the center of the lens than there is at the edges. The cut-off of light transmission may be caused by either of two things. The lens mount may eliminate sections of the light beams, or the design of the camera body itself may be at fault. Don't get upset if this holds true of your camera. There are few lenses indeed with which there is not *some* vignetting caused by transmission cut-off. The amount of cut-off is important since it *does* vary from camera make to camera make and from lens make to lens make. *(Continued on page 114)*



Vignetting test **(see text)** **:** ***Set shutter on B, lens wide open. Look directly out from rear. Lens forms round hole*** **(above)**. ***Angle camera so edge of lens opening coincides with edge of focal plane. Degree of ellipse*** **(bottom)** ***shows lens vignetting.***

THE TRUTH ABOUT

	Description
  **Hexanon 60mm f/1.2**	Eight element lens with click stops from f/1.2 to f/16. It focuses from infinity to 3½ ft. Angle of view is 40°. The lens comes equipped with a special lens shade and accessory viewfinder. Weighs 15 oz., fits all cameras with Leica lens threads. Price, $359.50.
 **Zunow 50mm f/1.1**	Nine element design. Focuses from infinity to 3½ ft. Angle of view is 46°. Weighs 15 oz. Click stops from f/1.1 to f/16. Lens fits Leica, Canon, Contax and Nikon cameras. Price, $450.
 **Canon 50mm f/1.2**	Seven element design. Lens focuses from infinity to 3½ ft. Click stops from f/1.2 to f/22. Angle of view is 46°. Fits Leica threads and Canon cameras. Weight is 11 oz. Price, $250.
  **Fujinon 50mm f/1.2**	Eight element design. Lens focuses from infinity to 3 ft. Click stops from f/1.2 to f/16. Angle of view is 46°. The lens weighs 13 oz. Designed for Leica, Canon, Nikon, and Contax. Price, $199.50.
 **Nikkor 50mm f/1.1**	Nine element design. Lens focuses from infinity to 3 ft. Click stops from f/1.1 to f/22. Angle of view is 46°. Weight is 15 oz. While lens price is $299.50, it is only being sold at this time with Nikon camera bodies. Leica, Canon mounts available soon.

SUPERSPEED LENSES

Performance	Comments
The lens is acceptably sharp in the center of the negative at full aperture. However, it tends to lose sharpness toward the edges and corners. Slight vignetting at f/1.2 disappears completely by f/2.8. We found the sharpest range to be f/5.6 to f/11.	The accessory viewfinder that comes with the Hexanon 60mm f/1.2 gives a large, bright, image even under poor light. The special lensshade that is provided for the lens cuts off a small section of the lower accessory viewfinder image. In addition, the lensshade also cuts into the rangefinder window of some cameras.
Vignetting at the widest aperture f/1.1, disappears completely at f/2.8. The lens is acceptably sharp at the center of the negative. Detail is lost toward the edges and corners. Sharpest range is f/5.6 to f/11.	The Zunow lens mount may cut off the right corner of some camera viewfinder windows, blocking part of the image. It might be a good idea to use an accessory viewfinder with the Zunow. We found it an easy lens to focus quickly.
At f/1.2 the Canon is sharp at the center but tends to lack contrast. There is a falling off of sharpness toward the edges of the negative. Only slight vignetting was noted with the lens wide open. Vignetting cleared up at f/2.8. Sharpest range was f/5.6 to f/22.	The lens mount cuts off a small part of the lower right hand corner of the image in the viewfinder window, but did not interfere with rangefinder operation. Lens is the most compact of the five, weighing only 11 oz. Infinity lock works easily by finger pressure.
Acceptably sharp at the center, but falls off at the edges and corners. Serious vignetting was noted with the lens wide open. At f/2 vignetting is barely noticeable and disappears at f/4. Sharpest f-number range proved to be f/5.6 to f/11.	The Fujinon seemed to make a well-balanced unit. We were able to make fast changes of f-number and focusing ranges. We noted some cut-off in the viewfinder window, although it did not interfere with focusing.
Usable at f/1.1 if image is kept in the center of the negative. Sharpness falls off toward corners. Vignetting, noticeable at f/1.1, disappears at f/2.8. While overall sharpness shows decided increase at f/2, sharpest range seems to be from f/4 to f/16.	This is the largest of the five lenses we tested. We liked the ease of focusing with the knurled wheel on the Nikon body. We were thus able to keep two hands on the camera at all times. This lens also cuts off a small portion of the viewfinder window.

HOW BEST TO USE SUPERSPEED LENSES ▷

The portrait, *above*, by Ted Russell, was shot with a Nikkor lens at f/1.1. Carl Shiraishi opened his Fujinon lens to f/1.2 for the circus shot, *opposite page*. Either photograph might have been a failure with a slower lens.

How You Can Best Use The Superspeed Lenses

DO YOU NEED a superspeed lens? If you take many 35mm pictures in extremely poor light, where your present lens and the fastest film won't produce results, one of the lenses on *page 62* may help.

Certainly, under some conditions, the superspeed lenses can make the difference between getting a properly exposed picture and just another brave, underexposed, muddy attempt.

How good are the lenses that are now available? The chart on *pages 62 and 63* indicates that all of them at maximum aperture vignette and deliver acceptably sharp images only at the center of the negative. They perform well at smaller openings. But that's not the important issue. These are special purpose lenses and when you need them, nothing else will do. An f/1.2 lens at maximum aperture delivers almost 3X as much light as an f/2 lens.

How can you get the best results from such a lens? First, make sure that it's properly adjusted to your camera. This is a job for a camera technician. A slight jar can throw the lens out of alignment.

Next, choose the right subject. Single objects, as in the portrait *above*, permit you to take advantage of the maximum sharpness at the center of the lens. Avoid intricate detail. Instead, concentrate on uncluttered subjects, like the elephant, *opposite page*, which tend to look sharper. There is practically no usable depth of field when working close to the subject with the lens wide open. For instance, if you focus at 8 ft. with the lens set at f/1.2 it will be sharp only from 7.7 ft. to 8.3 ft.

Superspeed lenses work out well for available light color. In color photography lack of sharpness is often less noticeable, as in the photo, *page 72*.

Should you buy a superspeed lens? Yes, but only if you need one.—THE END

WIDE ANGLE: MOST IMPORTANT LENS?

IS THE WIDE-ANGLE a photographer's most valuable lens? Many professionals feel it is. Others are equally convinced that it is not. Actually, like any variable having to do with taking a picture (camera, film size, emulsion, etc.) a wide-angle lens imposes certain limitations on the photographer. It can enable him to make pictures which would be impossible with a normal or a telephoto lens; but it may exaggerate or distort the appearances of things. Although distortion may sometimes be desirable (see *pages 68* and *69*) there will be times when you won't want it. In any case, it can easily be avoided by keeping one fact in mind: camera-to-subject distance is the only factor determining distortion. Objects frequently appear distorted in pictures taken with lenses of relatively short focal length either because they were photographed from close up or because the film plane was not parallel to parallel lines or planes of the subject. *Not* just because a short focus lens was used. Image size on the negative—and in the viewfinder or groundglass—is smaller with a wide-angle than with a normal or a telephoto lens. The photographer, by intent or by accident, may move in very close in order to fill the frame. Fine, if the subject lends itself to this treatment, if you want to create distortion. Disappointing, if this is not the effect you are after.—PATRICIA CAULFIELD

Wide-angle effects need not be extreme. If you keep one fact in mind you can avoid distortion —or create it!

WIDE ANGLE FOR WIDTH AND DEPTH

Working journalists often find wide-angle lenses indispensable. The larger field of view makes it possible to include more in the picture and to shoot in places too "tight" for a normal lens. In addition, the short focal length produces a very great zone of sharp focus. You can shoot at relatively wide apertures without throwing objects completely out of focus. Ernest Satow made the picture *above* while on assignment at the Newport Jazz Festival. He used the most extreme wide-angle lens available for the 35mm camera, the 21mm Biogon, and shot in a small, narrow hallway. The lens was wide open at f/4.5 and although Satow was about 8 or 10 inches from the near figure, there is no apparent distortion. The girl's arm and head are on a plane approximately parallel to the film plane of the camera, so appear in a normal relationship to one another. Though foreground figure isn't critically sharp, the wide angle solved the problem of inclusion and depth.

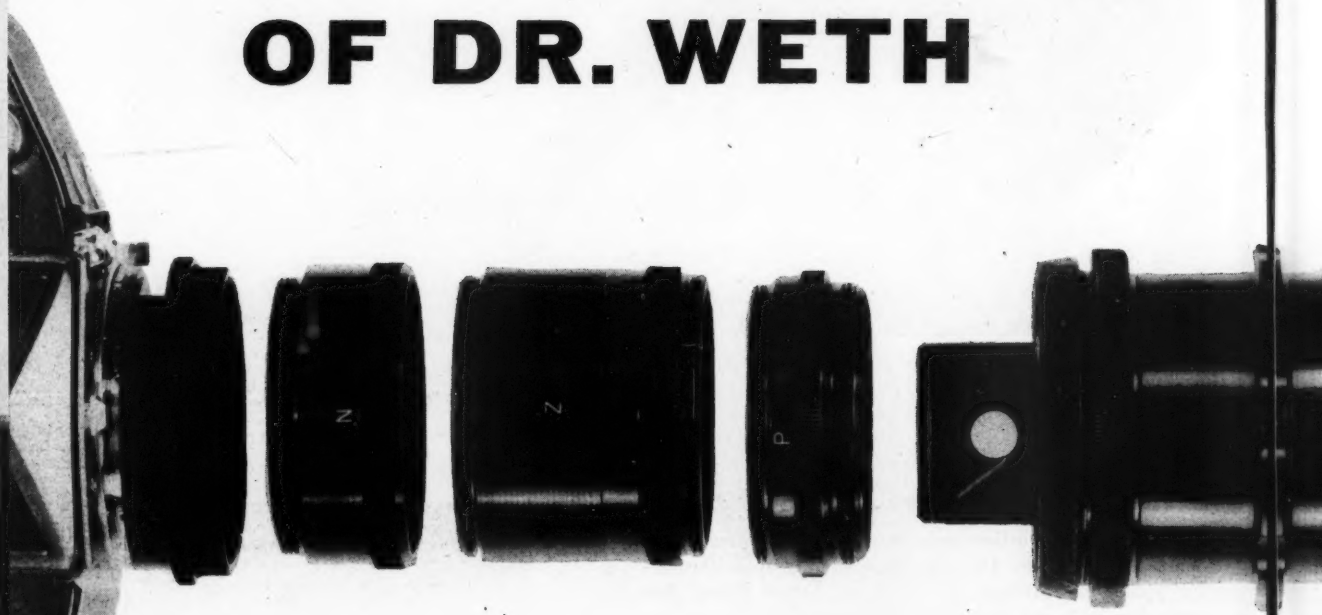
Paul Berg, a staff photographer for the St. Louis Post-Dispatch, uses wide-angle lenses for most of his work. He shot Chinese Nationalist troops on review, *at left*, with a 35mm lens on a Leica 3F. An aperture of f/5.6 was sufficient to render both near and far figures sharp, the shutter speed, 1/500 sec., fast enough to stop motion. In this picture, however, perspective is emphasized. The lines of the ranks converge—they would not if the photographer had backed off and shot with a longer lens.

MOVE IN CLOSE TO CREATE DISTORTION

The humor in distortion rests on incongruous, unrealistic relationships in size. To make these photographs illustrating wide-angle extremes, photographer Ernest Satow shot from close in to get maximum exaggeration of perspective. The child's feet, *above*, seem enormous, her legs elongated and stilt-like. The size of the feet and legs is out of proportion to the size of her head and body. Note the effect of the extreme convergence of lines of legs. The viewer's eye is swept back past the picture plane and into the picture. Depth is magnified. In spite of the fact that a 21mm lens was used here, there is no true angular distortion. Angular distortion occurs only when the camera is pointed up or down, at an angle to parallel lines or planes. In the photograph on the *opposite page*, Satow aimed upward. The camera was tilted slightly forward, and the parallel sides of the overhead ladder do appear to converge. The extraordinarily deep zone of sharp focus provided by a lens of very short focal length is clearly shown here. Satow sighted the camera from a distance of about 2 or 2½ feet beneath the ladder. The lens used was a 25mm Canon, the aperture f/3.5; the near objects, feet and ladder, are acceptably sharp and the distant airplane is recognizable.

Photographs at *right* illustrate difference between fields of view for the 50mm normal (top), 35mm wide-angle (center), and 21mm wide-angle (bottom) lenses on a 35mm camera.

THE AMAZING TELE LENS OF DR. WETH



FOR THE SINGLE-LENS REFLEX enthusiast who wants to bring the world closer to his 35mm camera, but who shies at the expense of a heavy battery of telephoto lenses, a German expert, Dr. Max Weth, has provided a precise, scientific answer.

Formidable looking (see nearly life-size exploded picture, *above*), Dr. Weth's Votar Telestigmar provides four different focal lengths and lens speeds in one extremely lightweight, six-element lens. For specific tele effects you may take your choice from among a 315mm f/6.3, 250mm f/5, 225mm f/4.5, and 175mm f/3.5!

In addition to the adapter with filter slot (shown on an Exakta), which fits the lens to the camera being used, the Telestigmar has three interchangeable components: N and P are negative and positive lenses respectively; Z is an extension tube. When two, or one, of these (but never all three) are combined with the large front lens, V, focal lengths from 175mm to 315mm may be obtained. Part V, incidentally, is always used, and includes a preset diaphragm, helical focusing mount, and a tripod socket in a movable angle mount that adjusts for vertical and horizontal pictures.

As in most convertible objectives critical definition varies from combination to combination. After a series of tests, both practical and optical, definition of the Telestigmar was found to vary from excellent to good, depending upon the focal length and aperture used.

In combining P with V to make a 175mm f/3.5 lens, some vignetting appeared in the corners. However, this objective had fair resolution and was improved when stopped down.

The greatest degree of critical sharpness was found in the combination of N, P, and V—which constitutes a 225mm, f/4.5 lens. And the weakest of the four focal lengths, Z and V (the 250mm, f/5 combination), lost definition at the edges, even when the lens was stopped down.

The state of optical affairs did improve when N was combined with Z plus V to make the 315mm, f/6.3 objective. Here there was good edge to edge coverage even at full aperture. This 315mm combination will also cover the negative area of 2¼ single-lens reflex cameras. *(Continued on page 104)*

DISPLAY PHOTOS, TECHNICAL ASSISTANCE BY MORRIS H. JAFFE

Normal lens saw this. When Telestigmar was used . . .

. . . at f/8, 1/50 sec., in 175mm combination . . .

. . . then in 225mm length . . .

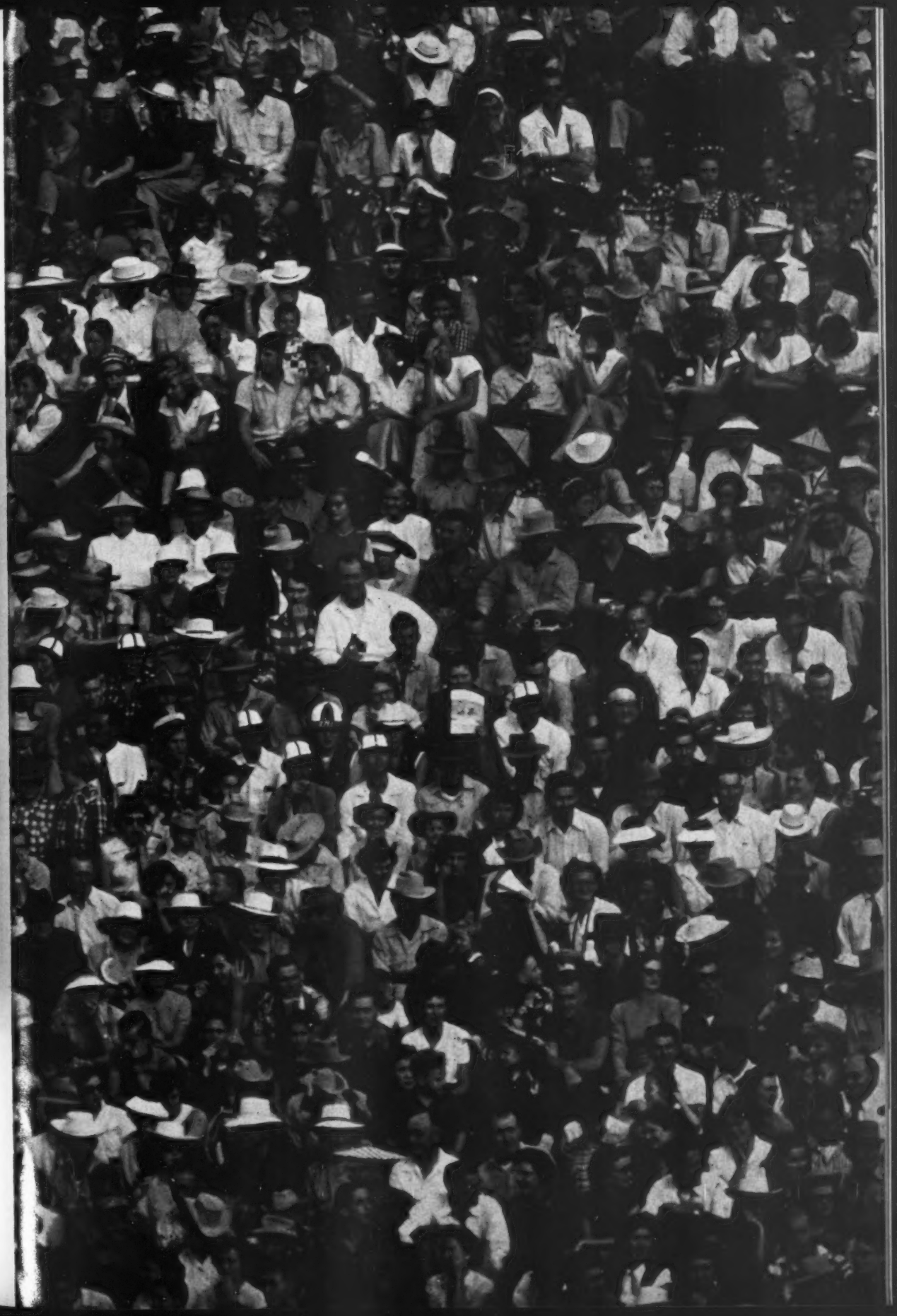
. . . distance vanished. Here longest lens, 315mm.

. . . or as a 250mm telephoto . . .

WIDEST! LONGEST! FASTEST!
LENSES FOR COLOR

WIDEST! Herewith a new way of seeing, provided by the widest wide-angle lens now in general use —the 21mm f/4.5 Carl Zeiss Biogon. Photographer Herbert Keppler was in driver's seat of sports car. Using depth of field scale, he set exposure for f/11 at 1/100 sec. on Anscochrome in his Contax IIa. This gave him a zone of sharp focus from 18 inches to infinity.

LONGEST! Remarkable shot of rodeo spectators shows perspective—collapsing effect of 400mm lens. Emil Schulthess used a Leica camera, Kodachrome film.



How to use these unique lenses for "different" pictures.

WHAT CAN THE wide, fast, and long lenses now available to the public mean to you, the color photographer? They mean new ways of seeing—in some cases ways that the human eye cannot see. They mean chances to photograph scenes that have never before been recorded in color. They also mean new challenges for the photographer to meet. How best to use these new tools?

New use for wide-angle

In one case, at least, the original purpose for the lens as a picture-taking instrument has been changed. Time was when wide-angle lenses were used primarily to permit a wider angle of view of the scene. But in the hands of imaginative photographers, the lens is now being used for a greater depth of sharp focus, as in the case of Herbert Keppler's picture, *page 72*. No other lens would produce this kind of visual shock by having so many planes within the picture area in sharp focus. Additional impact comes from the close-close effect of the steering wheel, which *seems* all out of proportion to the rest of the scene.

Keppler was, in fact, sitting directly behind the steering wheel of his sports car. (The steering wheel was only about 14 inches in front of him, much closer than a standard car's would be.) The rear view mirror, in which the reflection of his wife appears, is located directly in the center of the car. Keppler shot across the wheel. The field of view of a 50mm normal lens would not have included any portion of the wheel, but the wider angle of the widest-angle lens available for a 35mm camera, the 21mm Carl Zeiss Biogon, caught a section of it; since it was very close to the camera, it appears exaggerated and distorted. Using the depth of field scale, Keppler discovered that if he set the lens at f/11 and focused at three feet, everything from 18 inches to infinity would be sharp. Thus the wheel is slightly out of focus and everything else in the picture is sharp.

How to "create" depth

In addition, the mirror seems much further away from the nearest object (the wheel) than it actually is. Thus, an illusion of depth has been created. Reason: images are rendered smaller on the picture area in proportion to the shortness of the focal length of the lens. And here we are dealing with a lens of extremely short length—only 21mm.

An opposite distance effect is rendered by the telephoto lens. A 400mm lens, such as that used by Emil Schulthess for his photograph of a bleacher crowd at a rodeo, *page 73*, brings the farthest object in the picture into an apparently much closer relationship with the nearest object than would the eye, i. e., if you are at a baseball game, facing the bleachers, you are aware that the people in the top row are further away from you than are those in the bottom row. Yet, the optical shock of Schulthess's picture stems from the fact that these people seem to be standing on top of each other. Perspective has been collapsed. Depth has disappeared.

Telephoto dangers

A caution must be observed in using a telephoto lens. The lens must be stopped down to between f/5.6 and f/11. Due to the design restrictions inherent in constructing a long focal length lens, the telephoto is not at its best wide open. And it is a good idea to use a tripod for the longer the lens, the greater the danger of a slight camera movement's causing a blur.

In using the widest and the longest of lenses, we produce images which are surprises, for they show us new views of the world: views which are not seen by the human eye. However, in the third case, when we use the fastest lens in combination with the fastest color film, we work to capture images which the *eye can see*, but that the *camera could not* record until today. When we say this, we do not mean that no photographer has ever been able to take a picture at night of an Italian street festival. We do mean that, in the given dim light conditions with which Keppler worked for his picture on *page 74*, it would not have been possible in the past to get the detail of the sweater. A single light falling upon a face for a dramatic portrait would have been possible—but not the overall saturation of light which can be found in this picture. Further, the photographer was able to work at a fast enough shutter speed to enable him to shoot candidly—1/30 second—and hand-held. Subjects will hold still for 1/30 second. They are not apt to remain naturally quiet and at rest for a much longer time. With speeds of film constantly on the increase—and lenses apparently the same—who knows but what tomorrow's color picture may be of a scene too dim for the human eye to see in detail, but bright enough for tomorrow's films and lenses to record?

—J. B.

FASTEST! Fastest combination of color film and lens available to the general public—the 50mm f/1.1 Nikkor lens and Super Anscochrome, with an exposure index of 100—were used by Herbert Keppler for this available light Italian street festival shot, taken at night. Shutter was set for 1/30 sec., lens was wide open.

HERBERT KEPPLER

WIDE-ANGLE: THE BROAD VIEW

WHEN YOU COVET the convenience of switching to a wide-angle approach to a subject, look for one of the simple, inexpensive (under $20) lens attachments which are available for both 35mm and 2¼ fixed lens cameras. These attachments can yield satisfactory results and, giving from 30 to 35 percent increase in the angle of view, are equivalent in effect to the results produced by more expensive wide-angle gear. They will be useful when you want to include more in the picture area, shoot in tight places (see *page 67*), or move in for close portraits. At *left*, the angle of view includes the top of the boy's head as well as his handful of kitten. At *right* are typical attachments for the fixed lens 35mm and 2¼ waist-level reflex—*top* and *bottom* respectively—which can do this. In each case, the supplementary lenses attach to the cameras by standard adapter rings: for many 35mm cameras, Series V; for twin-lens reflexes, Series VI is required. In using these attachments it is important that they fit as snugly to the lens as possible, and that the lens is stopped down to at least f/5.6 in order to get acceptable definition.

In some rangefinder cameras you will need an accessory viewfinder to show what is going to be included in the picture when the wide-angle attachment is in place. For the twin-lens reflex, however, you mount the attachment on the top lens for focusing and viewing, then transfer it to the bottom, or taking lens, for making the exposure. (A tripod is recommended for this operation, because it is usually essential to keep the camera immobilized while shifting the wide-angle attachment from one lens to the other.)

Although such devices as these are not true wide-angle lenses, they are optical supplements which, when combined with the stationary camera lens, increase the angle of view and make your picture-taking activities more versatile.

TECHNICAL ASSISTANCE BY NORMAN ROTHSCHILD

Wide-angle attachment for 35mm . . .

. . . and for the twin-lens reflex.

EXTEND THE RANGE OF YOUR FIXED LENS CAMERA

TELEPHOTO: THE LARGE IMAGE

LEONARD BALISH

Tele attachment for 2¼ x 2¼.

Smaller attachment 35mm.

35mm adapter gives semi-tele effects.

SIMILAR IN OPERATION to the wide-angle attachments described on *page 77*, telephoto attachments are also available for many fixed-lens cameras. Tele attachments for 2¼ and 35mm, at *top, left,* and *right* respectively, slip over the lens in the same fashion. In optically limiting the field of view, when combined with the fixed lens, these produce a telephoto effect and at their relatively low cost are recommended additions to the fixed-lens camera gadget bag. For best definition, these attachments should be used in conjunction with a small lens aperture.

Carl Zeiss, Jena, makes a deluxe tele attachment designed for Rolleiflexes. Shown in profile, from the top, at *right*, the Duonar first mounts the Rollei's viewing lens for focusing and viewing, then the taking lens. A tripod should be used, although there is an accessory sportsfinder which lets you keep the Duonar on the taking lens. Priced at about $150, the Duonar (used for photo on *opposite page*) produces a two-diameter magnification. One of the perhaps undesirable characteristics of this attachment, as you can see, is the porthole effect, darkening the corners, which can partly be eliminated by cropping the final print.

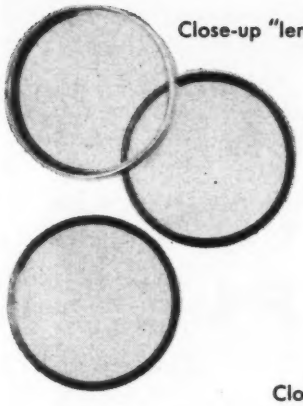
Telephoto effects for the 2¼ may also be produced—not with optical lens attachments—by means of limiting the camera's field of view. This is done by using a smaller film in the camera as is the case when the Rolleikin (shown *top right*) is used in the Rolleiflex with 35mm film. Or the Rollei Superslide kit or HIP kit (not shown) may be used in most 2¼ cameras to make 1⅝ x 1⅝ pictures on 120 film. FR Corp. also supplies a kit, the Minidapter, for super-size slides for the Minolta Autocord. In the new Rolleicord Va (see MODERN, August, page 76) interchangeable counters let you make 16 or 24 smaller-than-usual-size pictures.

A special advantage of the Rolleikin, Minidapter, and the 16 and 24-exposure devices for the Rolleicord Va, is that a series of pictures can be taken without having to reload as frequently as when the camera is being used with a standard 12-exposure roll. Film costs are cut down, too. If you wonder how a tele effect is possible (if the lens is in no way altered)—consider that you have made a smaller than 2¼-size picture with a 75mm lens (the usual focal length of the taking lens of a 2¼ twin-lens reflex). Since the "normal" lens of a 35mm camera, from which most 2 x 2 (mount size) transparencies are produced, is generally 45 or 50mm, the 75mm lens becomes in effect a semi-telephoto when producing pictures in sizes smaller than standard 2¼ x 2¼.

DeLuxe: Duonar for 2X magnification.

EXTEND THE RANGE OF YOUR FIXED LENS CAMERA

CLOSE-UP: THE PIN POINT

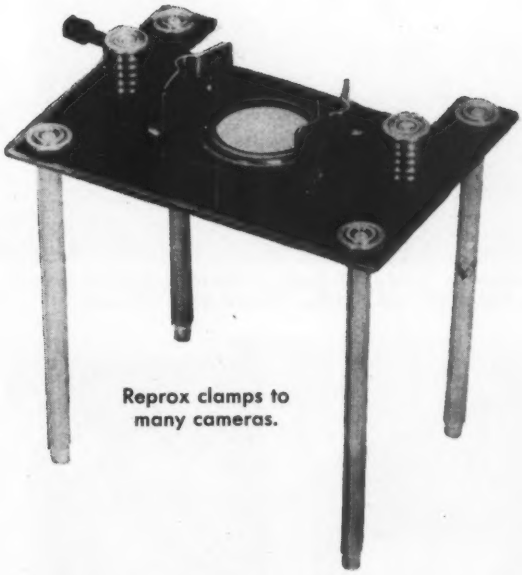


Close-up "lenses" for all cameras

Close-up devices for 35s

Close-up set for twin-lens reflexes

DOROTHY JACKSON

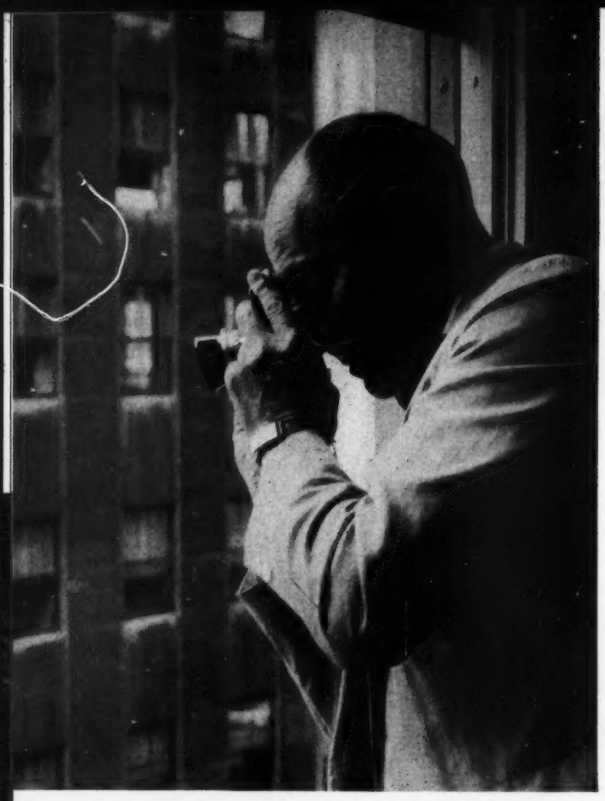


Reprox clamps to many cameras.

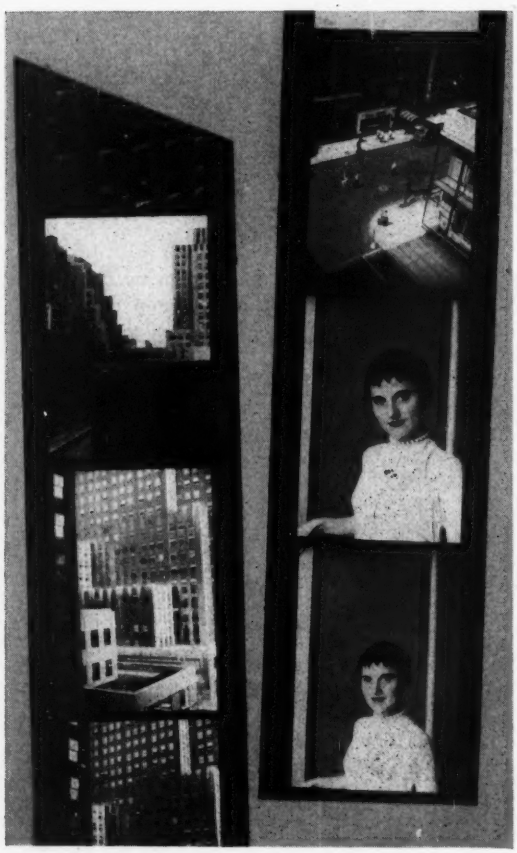
SINCE FEW LENSES for small fixed focus cameras can be focused closer than 36 inches, various close-up devices, available in several strengths of magnification, are fairly common. Simple close-up attachments *(top left, above)* fit most cameras by means of an adapter ring. However, you must measure lens to subject distances when using these, a factor which is eliminated in such devices as the Auto-Up *(center, above)* and the Proximeter *(not shown)* for most 35mm cameras. The Auto-Up lens focuses from 20-40 inches and works with a parallax correcting viewfinding lens which extends out from the accessory clip, over the rangefinder. A rangefinder is particularly welcome for lively closeups (cat, *left*), since correct focus at 20-40 inches is absolutely essential.

For twin-lens reflexes, there are pairs of matched close-up lenses. In some close-up sets (such as that for Rollei cameras, *top right*), the upper lens can be fitted with a separate accessory parallax correction prism.

Looking somewhat like a cocktail table, the Reprox 12 is a crafty close-up tool. The legs outline the field of view, and two adjustable clamps on top of the table *(directly above)* secure the lens and camera in place.—THE END



Eisenstaedt: He tests his lenses by hand-holding his camera, taking pictures out the window, then indoors.



I KEEP LENS TESTS SIMPLE

by ALFRED EISENSTAEDT

I KNOW THAT MY WAY of testing lenses may seem unorthodox, but I am not a complicated man. I do not test a lens scientifically. I remember only too well a number of lenses which tested poorly on an optical bench but took excellent pictures. Sometimes I shoot photographs of a chart, but very rarely. Really, I hate charts. I prefer to test a lens by actually putting it to the use I intend it. I am not a fanatic when it comes to lens tests. Some photographers spend more time testing lenses than taking pictures. I do not. Actually, I spend the least amount of time possible testing equipment.

My lens testing doesn't take more than half an hour at most. With all lenses I carry out the same set of practical tests. From my window in the *Life* photo lab, I shoot an enormous radio tower about a mile away. It has terrific intricate patterns of girders and lines. Then I shoot the people in the street below and perhaps make a few shots across at Rockefeller Center. Those are my far distance tests. I generally repeat each picture at all lens openings from the widest to the smallest, varying the shutter speed to keep proper exposure, of course. I rarely use a tripod since I can easily hand hold a shutter speed of 1/25 sec. or faster without difficulty. I use Plus-X film for all my tests. Next I photograph Grace McDermott, our secretary, and sometimes other girls around the photo lab. After all, in my work I'll be photographing people, not charts. Again, I use all lens openings.

When the negatives are developed, I examine them with a Bausch & Lomb 3.5X magnifier. Often I also have enlargements made. When the results satisfy me, that's the lens I keep. If I see from my close-up tests that the lens is focusing before or behind the point I focused on, I have the lens adjusted properly to the camera body. That is all I do, nothing else. I don't want to know how many lines per millimeter a lens will resolve. I only ask, will the lens take good pictures? Will it do what I want?—THE END

For distant sharpness tests, Eisenstaedt shoots tiny radio tower at infinity, building facade across way, and examines edges of negatives for clarity. Close-up pictures of photo secretary check lens-camera alignment.

Feininger: A sturdy tripod, evenly lit newspaper pages tell him nearly all he needs to know about a lens.

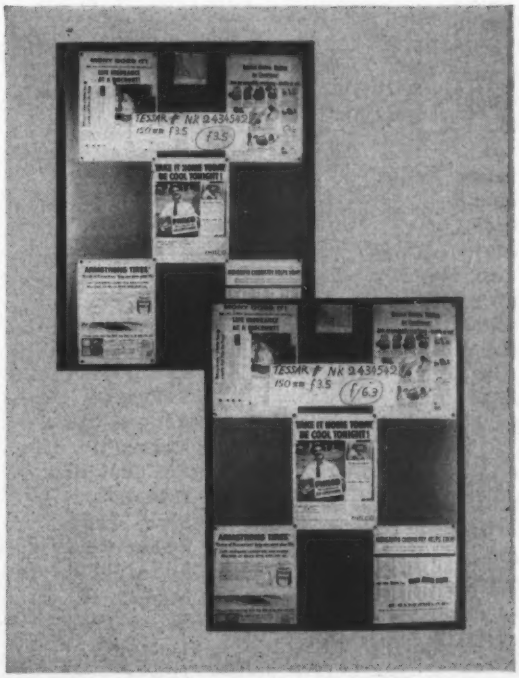
MY TESTS ARE PRECISE

by ANDREAS FEININGER

ACCORDING TO MY EXPERIENCE, the simplest and most practical way to test a lens is to take some pictures with it, enlarge the negatives, and check the prints for sharpness. To avoid certain pitfalls which may cause unsharpness not related to the lens, these recommendations must be followed:

1. *The lens must be absolutely clean*—no dust, no fingerprints. The correct way to clean a lens is to remove carefully any grit and dust with a camel's hair brush, then to breathe on the glass and polish it gently with lens-cleaning tissue without pressing down too hard, to prevent scratching the lens coating.
2. *The camera must be supported* by a sturdy tripod to avoid unsharpness caused by accidental camera movement during exposure.
3. *The shutter must be tripped* with a cable release.
4. *The test object must be flat,* rich in fine detail, contrasty, and evenly illuminated. Good test objects are a rectangle formed by five printed pages from a slick-paper magazine, or a brick wall.
5. *The camera must be adjusted carefully* so that test object and film are parallel to one another and the lens axis is perpendicular to the plane of the test object. To achieve this adjustment is the most important, and at the same time the most difficult, part of the whole test.

(Continued on page 100)



Paste-up of five magazine pages serves Feininger as test chart. He shoots from wide open to smallest aperture.

MODERN'S 1957 LIST OF
INTERCHANGEABLE

The code letters opposite your camera's name *(below)* are the key to the selection of lenses which will fit it. You'll note that a number of cameras share the same code, indicating that they will accept the same lenses. For example, threaded Canon and Leica lenses (LC) will fit the same lens mounts.

Contax and Nikon lenses may be interchanged with good success, too, up to 50mm. In focal lengths of 85mm and longer, differences in back focus, absorbed by the greater depth of focus in shorter lenses, make themselves felt. Nikon, Inc. makes a special set of Nikkor lenses that couple to Contax cameras.

When you do buy a new lens, remember that minor variations in flange and camera thickness can affect maximum definition. For best results the camera's manufacturer, or a competent local camera repair shop, should check the adjustment to make sure the lens is tracking and coupling properly. It's a good idea to have all your lenses "zeroed in" at the same time. Prices, as listed here, are approximate.

Agfa Ambi-Silette	**AM**
Akarex III	**AK**
Alpa Reflex 4, 5, 6, 7	**AL**
Argus C3	**AR**
Argus C4	**AG**
Argus C44	**AS**
Asahiflex	**AH**
Astra 35	**PC**
Astraflex 35	**PC**
Astraflex II	**AX**
Bentaconic	**PC**
Braun 35	**BR**
Canon	**LC**
Catalina Reflex	**PC**
Columbia	**PC**
Consol	**PC**
Contaflex III, IV	**CO**
Contax IIa, IIIa	**CX**
Contax D, S	**PC**
Contina III	**CN**
Corbina	**PK**
DeJUR D1	**DI**
DeJUR D3	**DJ**
Diax	**DX**
Exa	**EX**
Exakta	**EX**
Exakta 66	**ES**
Futura IIIs	**FU**
Gamma	**LC**
Grantflex	**PC**
Hasselblad	**HA**
Hasselblad Superwide	**HS**
Hexacon	**PC**
Hexacon Supreme	**PK**
Kalimar Reflex	**KA**
Korelle Reflex	**KR**
Leica	**LC**
Leica M3	**LM**
Leotax	**LC**
Lordomat	**LO**
Lordomat C35	**LO**
Master Reflex	**MR**
Melcon	**LC**
Miranda (with proper adapter)	**EX-PC**
(close-ups only)	**NI-CX-LC**
Nicca	**LC**
Nikon	**NI**
Peerflex	**AX**
Peerless	**LC**
Pentacon	**PC**
Praktica	**PC**
Praktiflex	**PC**
Praktina	**PK**
Primar Reflex	**AX**
Prominent	**PT**
Rectaflex	**RF**
Reflex 66	**RX**
Regula IIId	**RG**
Retina IIc, IIIc	**RE**
Retina Reflex	**RE**
Ritacon	**PC**
Rival Reflex	**PC**
Robot Royal 24	**RR**
Robot Royal 36	**RO**
Soligor 66	**KA**
Super D	**PC**
Tanack	**LC**
Tower	**LC**
Verikon	**PC**
Vitessa T	**VT**

21mm f/4.5 Biogon. Zeiss Stuttgart, Germany. **CX-NI**, $199

25mm f/4 Nikkor. Nippon Kogaku, Japan. **NI-CX**, $169.50; **LC**, $149.50

25mm f/3.5 Canon. Canon Camera Co., Japan. **LC**, $175

28mm f/5.6 Summaron. Leitz, Germany. **LC**, $108; **LM** (with adapter), $118.50

28mm f/3.5 Canon. Canon Camera Co., Japan. **LC**, $145

28mm f/3.5 Nikkor. Nippon Kogaku, Japan. **NI-CX-LC**, $149.50

28mm f/3.5 Retrofocus Type II. Angenieux, France. Preset diaphragm, **AL**, $139; **EX-PC-PK**, $120; non-preset, **LC**, $120

28mm f/3.5 Ultra-Lithagon. Enna Werk, Germany. **RG**, $99.50

28mm f/2.8 Canon. Canon Camera Co., Japan. **LC**, $159

30mm f/4 Pantar. Zeiss Stuttgart, Germany. Lens component, **CN**, $69

30mm f/3.5 Xenagon. Schneider, Germany. **RR**, $95

35mm f/5.6 Curtar. Schneider, Germany. Lens component, **RE**, $55

35mm f/4.5 Ampligon. Futura Camera Co., Germany. **FU**, $66.50

35mm f/4.5 Argus Cintagon. Steinheil, Germany. **AS**, $56.50

35mm f/4.5 Argus Sandmar. Enna Werk, Germany. **AR**, $49.50. Also fits Argus 21 with adapter.

35mm f/4.5 Lithagon. Enna Werk, Germany. Preset diaphragm, **EX**, $64.45; **AG** (requires installation of interchangeable lens mount by Geiss-America), $57.50, plus $10 mount installation

35mm f/4.5 Primagon. Hugo Meyer, Germany. **EX**, $59.50

35mm f/4 Color-Ambion. Agfa, Germany. **AM**, $68

LENSES

Currently available for 35mm & 2¼ x 2¼ cameras—from widest wide-angle to longest telephoto, compiled by Norman Rothschild

35mm f/4 Curtar. Schneider, Germany. Lens component, **RE**, $72.50

35mm f/4 Pro-Tessar. Zeiss Stuttgart, Germany. Lens component, **CO**, $89

35mm f/4 Radiogon. Schneider, Germany. Preset diaphragm, **PC-EX**, $84.95

35mm f/3.5 Accurar. Photographic Importing and Distributing Corp., Japan. Preset diaphragm, **PC-EX**, $59.95; non-preset, **LC**, $79.95

35mm f/3.5 Klaroptik. A-G Photo Distributors, Japan. **LC**, $49.50; **LM**, $59.50

35mm f/3.5 Lithagon. Enna Werk, Germany. **RG**, $59.95

35mm f/3.5 Nikkor. Nippon Kogaku, Japan. **NI-CX**, $89.50

35mm f/3.5 Planar. Zeiss Stuttgart, Germany. **CX-NI**, $102

35mm f/3.5 "RF" Summaron. Leitz, Germany. **LM**, $139.50

35mm f/3.5 Ritagon. Nargon Ltd., Germany. Preset diaphragm. **EX-PC**, $79.50

35mm f/3.5 Skoparon. Voigtlander, Germany. **PT**, $99.50

35mm f/3.5 Soligor. Allied Impex, Japan. **PC-EX**, $74.50

35mm f/3.5 Special Travenar. Schacht, Germany. **LO**, $59.50

35mm f/3.5 Summaron. Leitz, Germany. **LC**, $105; **LM**, (with adapter), $115.50

35mm f/3.5 Travegon. Schacht, Germany. Automatic diaphragm, **PC-EX**, $99.50

35mm f/3.5 Westron. Isco, Germany. **BR**, $47.95; **DX**, $49.50

35mm f/3.5 Xenagon. Schneider, Germany. **AK**, $79.50

35mm f/3.4 Skoparet. Voigtlander, Germany. **VT**, $79.50

35mm f/2.8 Biogon. Zeiss Stuttgart, Germany. **CX-NI**, $166

35mm f/2.8 Canon. Canon Camera Co., Japan. **LC**, $115

35mm f/2.8 Flektagon. Zeiss Jena, Germany. Automatic diaphragm, **EX-PK**, $149.50

35mm f/2.8 Votar. Piesker, Germany. Preset diaphragm, **AH-AL-EX-PC-PK-RF**, $75

35mm f/2.8 Xenogon. Schneider, Germany. **LC**, $79.95; **RO**, $129.95

35mm f/2.5 Accurar. Photographic Importing and Distributing Corp., Japan. Preset diaphragm, **PC-EX**, $79.95

35mm f/2.5 Nikkor. Nippon Kogaku, Japan. **NI-CX**, $139.50

35mm f/2.5 Retrofocus Type 1. Angenieux, France. Preset diaphragm, **EX**, $99.50; non-preset, **LC**, $99.50

35mm f/2.5 Super-Lithagon. Enna Werk, Germany. Preset diaphragm, **EX**, $99.50

35mm f/2.5 Super-Ritagon. Nargon Ltd., Germany. Preset diaphragm, **EX-PC-PK**, $99.50

35mm f/2 Fujinon. Fuji, Japan. **LC-CX-NI**, $129.50

35mm f/1.9 Zunow. Teikoku, Japan. **LC-CX-NI**, $100

35mm f/1.8 Canon. Canon Camera Co., Japan. **LC**, $160

35mm f/1.8 Nikkor. Nippon Kogaku, Japan. **NI-CX**, $179.50

35mm f/1.3 Zunow. Teikoku, Japan. **LC-CX-NI**, $199.50

38mm f/4.5 Biogon. Zeiss Stuttgart, Germany. **HS**, $470.25

38mm f/3.5 Braun. Braun, Germany. **BR**, $47.95

38mm f/3.5 Dr. Staebele. DeJUR-AMSCO, Germany. **DI**, $25

38mm f/2.8 Xenar. Schneider, Germany. **RR**, $78

40mm f/4.5 Helioplan. Hugo Meyer, Germany. **EX**, $54.50

40mm f/4.5 Isogon. Schneider, Germany. **PC-EX**, $54.95

40mm f/3.5 Cassaron. Steinheil, Germany. **EX-PC-PK**, $54.50

40mm f/3.5 Makro-Kilar D. Kilfitt, Germany. **AL-EX-PC-RF**, $114.95; preset diaphragm, **AL**, $124

40mm f/3.5 Makro-Kilar E. Kilfitt, Germany. **AL-EX-PC-RF**, $89.95; preset diaphragm, **AL**, $99

40mm f/3.5 Tessar. Zeiss Jena, Germany. **PC**, $85

40mm f/3.5 Xenagon. Schneider, Germany. **DX**, $69.50

40mm f/1.9 Xenon. Schneider, Germany. **RR**, $120.50

45mm f/2.8 Xenar. Schneider, Germany. **RO**, $75.95

45mm f/1.9 Lithagon. Enna Werk, Germany. **AS**, $99.50; **AG** (requires installation of interchangeable lens mount by Geiss-America), $99.50, plus $10 mount installation.

50mm f/3.5 Alorar. Karl Heitz, Switzerland. **AL**, $49

50mm f/3.5 Cintar. Argus, U.S.A. **AR**, $30.50

50mm f/3.5 Elmar. Leitz, Germany. **LC**, $58.50; **LM** (with adapter), $69; **LM** only, $66

50mm f/3.5 Isconar. Isco, Germany. **DX**, $29.50

50mm f/3.5 Micro Nikkor. Nippon Kogaku, Japan. **NI-CX**, $169.50; **LC**, price to be announced.

50mm f/3.5 Primotar. Hugo Meyer, Germany. Automatic diaphragm, **EX**, $79.50

50mm f/3.5 Takumar. Asahi Optical Co., Japan. **AH-PC-PK**, price to be announced.

(Continued on page 120)

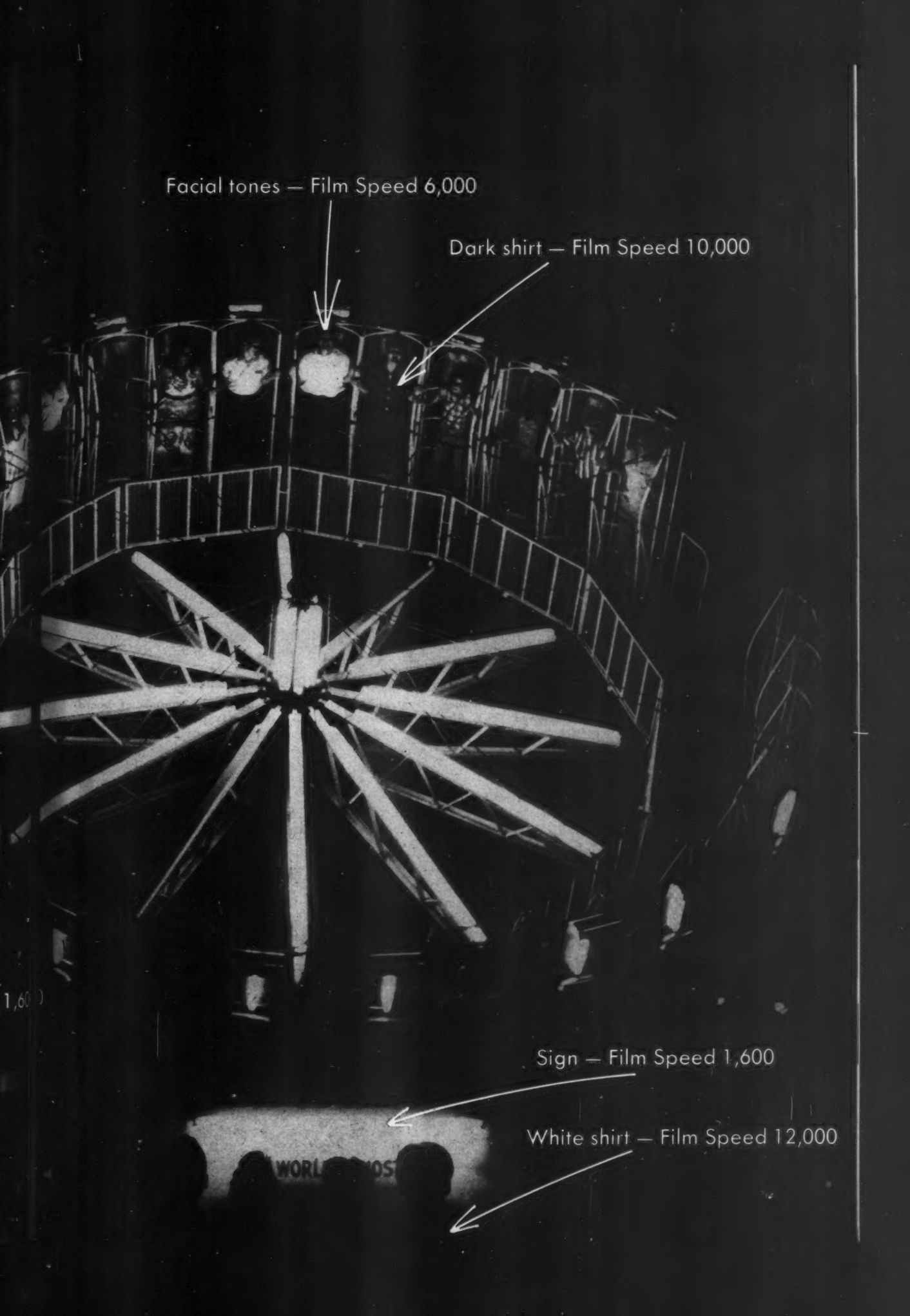
1/500, f/3.5 AT NIGHT!

MODERN tests Kodak's 120 roll film with 1600 speed . . . by Herbert Keppler

THAT ELUSIVE ELEMENT of good pictures—quality—has taken quite a beating from existing light photographers in recent years. In the search for more and more film speed to use in poor lighting conditions, they have evolved exposing and developing techniques guaranteed to eliminate quality from their pictures. We have almost come to feel that grainy pictures lacking shadow detail are artistic.

Eastman Kodak Company, however, has never held such a view. Despite the often misleading and incorrect film speeds photographers insisted they could obtain from such films as Tri-X, Kodak has stuck to its modest claims for all films. By following their claims and directions for use, photographers could always be sure of good picture quality. Out of a corner of their corporate eye, however, Kodak noted that photographers could probably use a black-and-white film which was *really* as fast as some photographers insisted Tri-X was. The result: 4 x 5 Kodak Royal-X Pan cut film. The dream of photographers throughout the years came true. Photographers with view, press, and Graflex cameras could now photograph even interiors of coal mines at midnight. Of course, said many photographers, this film will *never* appear in smaller film sizes because it is *far* too grainy and Kodak, a stickler for quality would never release a film like *that!* Well, now we have it—Kodak Royal-X Pan—available in 120 and 620 size for roll film camera owners, amateur and professional alike. Ratings still hold. Says Kodak: "An index of 1600 may be assigned to this film for use with most exposure meters. The exposure index determined by the American Standards Association procedure and including the full safety factor, is 650. Because this extra safety margin is unnecessary, a value of 1600 is recommended for average subjects . . . For optimum results," continues the voice of Kodak technicians, "Royal-X Pan film should be processed as recommended . . . as with Royal-X Pan sheet film, one recommended development is DK-60a, 6 to 10 minutes at 68 degrees . . . Peak speed (ratings as high as 8000) is reached with the longer development time, but additional *(Continued on page 98)*

Maynard Frank Wolfe's Rolleiflex stops amusement wheel at night with Royal-X Pan rated at speed of 1600. Development in DK-60a for 10 minutes shows that film can deliver relatively grainless, detailed results at even higher film speeds.


Facial tones — Film Speed 6,000
Dark shirt — Film Speed 10,000
Sign — Film Speed 1,600
White shirt — Film Speed 12,000

$25 FIRST PRIZE. Sweeping curve formed by branches contrasts with straight, geometric horizontals of boardwalk and fence. Edwin Hunter exposed Tri-X film at 1/250 sec. and f/5.6 in Contax IIa camera.

MONTHLY CONTEST

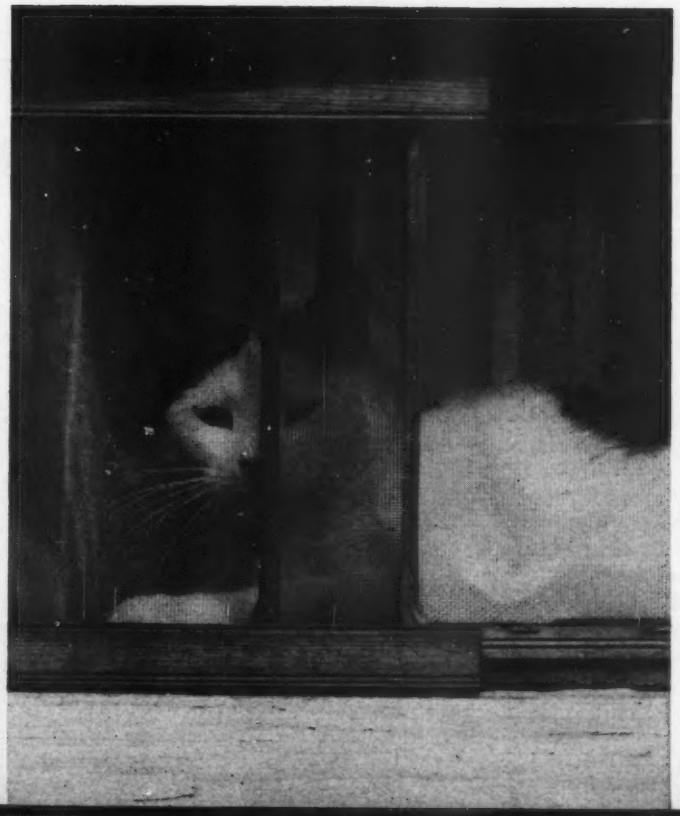
MODERN PHOTOGRAPHY'S
MONTHLY CONTEST
FIRST PRIZE $25
SECOND PRIZE $15
THIRD PRIZES $10

Pictorialists have no patent on using natural frames. Try it—they can turn a casual record into an organized photograph. Without the leafy foreground branches the picture *above* would be just a snapshot. In the portrait of the child, *opp.*, the encircling wheel rim and repetitive lines of the spokes draw attention to the subject. Cat, *opp.*, is dissected and framed by open window and edges of screen. The subject *is* the frame in the photograph of child playing with ball, *opp. above.*

Anyone may enter any number of black-and-white prints in MODERN's "Monthly Contest." Pictures must be 4 x 5 or larger in size, and your name, address, and all technical data must appear on the back of each print. Please enclose a *stamped (first class postage), self-addressed envelope* if you want us to return pictures we're unable to use. Send entries to the Columns Editor, MODERN PHOTOGRAPHY, 33 W. 60, New York, N. Y.

◁ **SECOND PRIZE $15.** Eugene Moses ignored full figure and moved in close for action shot of child playing with ball. Voigtlander Bessa, Tri-X film.

THIRD PRIZE $10. Here, wheel functions as curved frame for portrait of small girl. Robert Gaines took picture with Nikon S1. Plus-X, 1/100 sec., f/5.6. ▽



△ **THIRD PRIZE $10.** Humorous silhouette formed by shadows of musicians on parade was shot with Rolleiflex. F. B. Grunzweig used Tri-X: 1/250, f/11.

◁ **THIRD PRIZE $10.** Static verticals of edges of screen emphasize cat's tranquil pose. Walter Hays used Rolleiflex, Perutz Perpantic at f/5.6 and 1/50 sec.

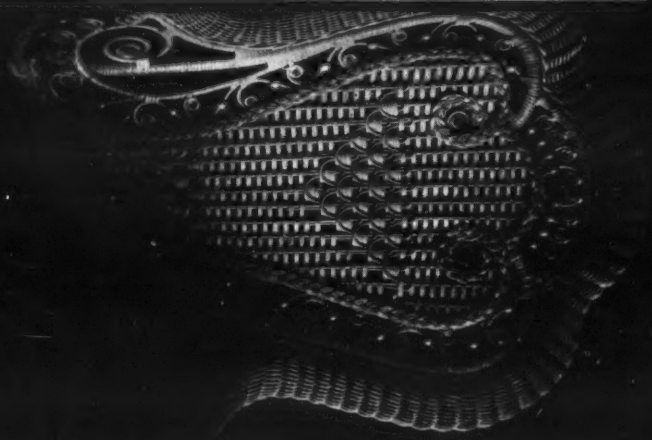
The photographs on these pages include only the elements essential for a clear visual statement. "Real" appearances are simplified; distracting details ignored. In the picture of the cat, *above*, only the eyes, the lower frame of doorway, and a suggestion of fur are retained. Chair *opp.* also exists without background. Trucks *opp.* were shot from above.

IRVING DOLIN

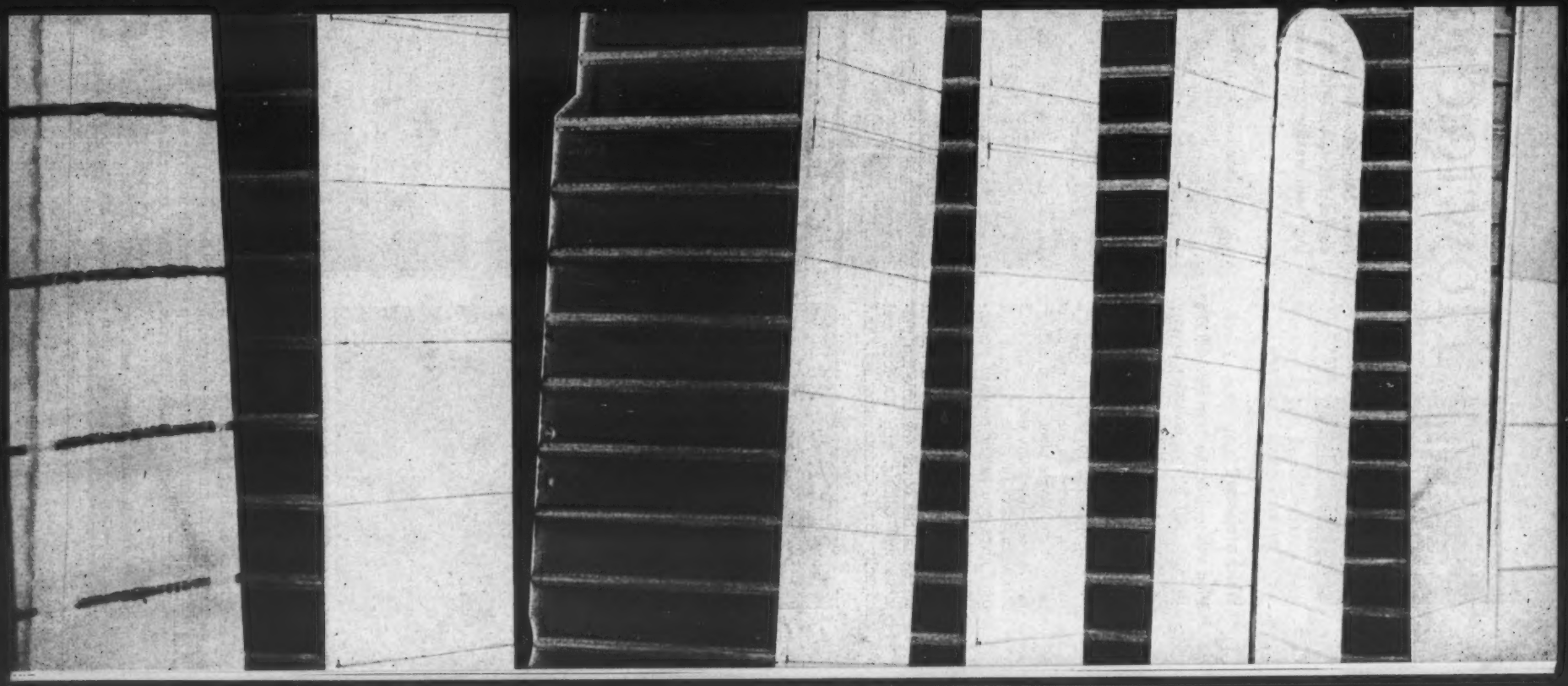
This month's Discovery, Irving Dolin, works close to home and pictures things he knows well. He does not scurry to focus his camera on life-in-the-large. Nor does he rearrange and actively organize the people and objects he photographs. Despite his non-directive shooting technique, these pictures are far from snapshots. They appear studied and calculated, as though the subjects had been looked at many times from different angles and under different lighting conditions.

The success of Dolin's photographs in both black-and-white and color (see *page 49*, MODERN's September 1957 issue) can be explained better in terms of what is eliminated than what is recorded. There is no background in the picture of the cat, *above*. A pair of eyes glitter from a black doorway. By reducing "normal" exposure, Dolin lost texture of fur, details of face. Wicker chair, *opposite*, was photographed in a similar way. No trace of its location or surroundings is included.

Dolin used a different technique to make the photograph of the tops and sides of trucks, *opposite*. The successful isolation of both cat and chair depended on the lighting and the black backgrounds. In the shot of the trucks, however, the photographer eliminated the background by shooting from a high angle and reduced the trailers to an "abstract" design.—P. C.



DISCOVERY *no. 28*



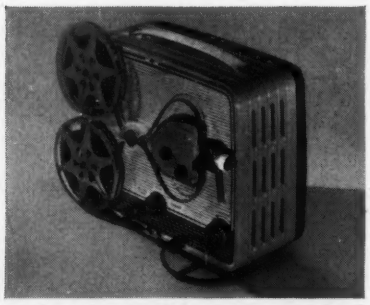
The
Kodak
MOVIE
BULLETIN

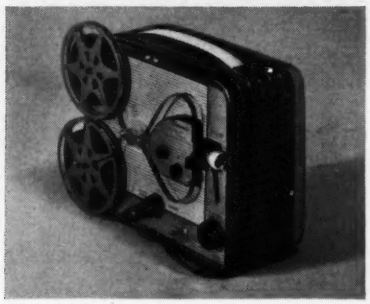
How to choose the right

Time was when movie projectors were pretty noisy . . . they had to be oiled . . . and their screen illumination was not the most efficient. But times have changed, and so have Kodak movie projectors. We now have a complete line-up of 8mm and 16mm models that reflect totally new thinking from design to operation. We're mighty proud of them . . . and for

Which projector?

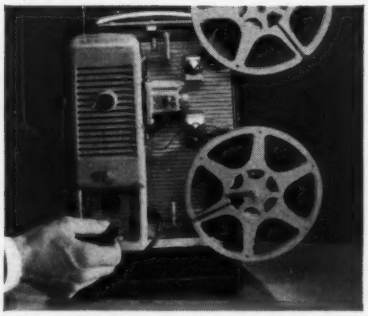
First let's look at the 8mm models. The Brownie 300 Movie Projector is very certainly the best value in low-cost 8mm home-projection equipment. We don't claim the Brownie Projector to be the "biggest screen" 8mm projector on the market (we'll get to that model in a moment), but we do know it will show your 8mm movies plenty large enough for most living-room shows—up to 3 feet wide. The Brownie Projector not only gives you bright forward projection, but also reverse action, "still" pictures, and power rewinding. All with a single control. And there's a built-in screen in the cover for table-top previews and editing. Has 200-foot reel capacity for 15-minute showings. And





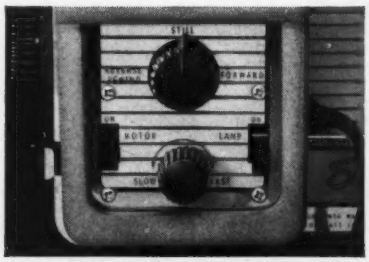
only $64.95. No wonder we're proud of this projector. And there's the Brownie 500 Movie Projector which gives you 500-watt illumination, plus the added features of larger screenings (up to 4 feet wide) and a unique field-sharpening lens element which gives unusually sharp screen images, edge to edge. The price is just $79.50.

Now if you want the very best for 8mm showings before scads of onlookers in a clubroom or auditorium, calling for much more illumination and a more powerful cooling system and motor—you want the Cine-Kodak Showtime 8 Projector. Its amazing new-design shutter and faster pulldown enable this projector to put more light on the screen (using a cool-operating 500-watt lamp) than many projectors of 750 and even 1000 watts.



It's an unusually easy projector to handle, too! The film snaps onto sprockets, film gate swings open, snaps back, and you're set to run. And there's much, much more: 400-foot reel capacity for half-hour shows, self-cover construction, fast *f*/1.6 lens, reverse action, still-picture control, power rewinding, 2-reel storage compartment. All the operating controls are on a single panel.

Like all Kodak projectors, the Showtime is lubricated for life at the factory. No danger of improper oiling. You



have a choice of two models: with variable-speed control, as shown in the illustration of the panel, for $139.00; or, without this feature, for $123.50. Even for a lot more money, you can't do better if the largest and finest 8mm movies are your objective.

Oil, schmoil . . .

Modern society would come to a grinding halt without oil and its marvelous by-products. Your car must have it, and so must your movie projector. But in the latter case, this is taken care of for you at Kodak.

Oiling a Kodak projector is something you can forget. They're permanently lubricated at the factory.

This means that your projector cannot run dry because someone forgot to oil it. It also means that no one's going to give it too much oil (*the most common cause of projector breakdowns is improper oiling*).

Permanent pre-lubrication is just one of the many advanced engineering features you'll find in projectors made by Kodak.

Perhaps 16mm movies are your forte?

Your most basic consideration here is between sound and silent. If you plan to collect or rent some of the many excellent films produced for 16mm home showing, or make your own sound movies, you'll want a Kodascope Pageant Sound Projector. But if you're interested primarily in your own silent-film efforts and are sure you don't want sound, too . . . then the Kodascope Royal Projector is the outstanding choice for you.

So let's begin with 16mm silent . . .

Just about the finest silent projector money can buy is the Kodascope Royal. It's a *permanent* investment in smooth, quiet, and detailed 16mm silent projection. Styling is smart and modern. Reel arms are permanently attached to simplify setups. Oil-impregnated bearings and nylon gears, precision design and workmanship keep your Royal Projector running faultlessly for years. And you get geared reel arms, reverse action, still-picture control, power rewind, variable-speed control, thread-light recepta-

Movie Projector

good reason. They're quiet . . . rugged . . . easy to operate . . . lubricated for life . . . provide efficient illumination. And each one comes with a host of features such as reverse action, still-picture control, power rewind, and built-in case construction. Each is designed and built to fill a specific need, and does it effortlessly time after time.

cle, 400-foot reel capacity; and, of course, the Royal never needs to be oiled.

Up there on the screen, your pictures are really big, and sharp, and brilliant. The Royal Projector's *f*/1.6 lens is Lumenized for optimum color clarity, and a built-in field-sharpening element helps make your movies needle-sharp, corner-to-corner.

The Royal is priced at $295.

But how about sound?

Color, motion, *and* sound . . . here's the ultimate in home-movie satisfaction. And it's all yours to enjoy for years to come with the 16mm Kodascope Pageant Sound Projector, Model 7K4. This is the same projector that many business firms, schools, churches, and clubs own and operate—many hundreds of hours per year. It is built to give service. It shows your movies at their very best. It comes complete in a single case, and has a film capacity for 2000-foot reels of 16mm film.

There are at least four important reasons for selecting a Kodascope Pageant Projector when you want the best in sound projection:

1. Setups are easy. Reel arms fold out, with belts permanently attached. And the film path is clearly marked for quick threading.

2. No need to worry about maintenance, because your Pageant is factory-lubricated for life. You never have to oil it.

3. You have full sound control. Amplifier gives you both tone and volume controls, and the 8-inch speaker is properly baffled. The exclusive Fidelity Control provides the sharpest line of light on the sound track regardless of "up" or "down" emulsion position. (You'll like the lack of "projector sound" itself—especially important in home projection.)

4. And your pictures are bright. The Pageant Projector has an efficient straight-line optical system that provides brilliant illumination. The two-element condenser system and projection lens are *Lumenized.* Let your eyes and ears decide before you buy. The Kodascope Model 7K4 Pageant Projector lists for $489.

How to make your own sound movies . . .

You can make and show your own sound movies. At home. Add background music and sound effects. Do your own film narrations. The projector you need is the Kodascope Pageant Sound Projector, Magnetic Optical, Model MK4. It has all the features of the regular Model 7K4 Pageant, plus the ability to record and play back magnetic sound. Just have striping added to your new or old 16mm films. Then talk your commentary or play your music onto the film edge. That's all there is to it. The magnetic sound can be "wiped off" easily when desired, but the projector has built-in safeguards so recording will not be accidentally erased. The possibilities are endless. You have to see and hear this Magnetic Optical projector in action to believe it. All the fine Pageant features, plus magnetic-sound recording and playback. The Kodascope Pageant Sound Projector, Magnetic Optical, Model MK4, comes complete in single case, including 8-inch speaker, 10-watt amplifier, *f*/1.6 lens, and 750-watt lamp. Total weight: 39 pounds. Price, $850.

Now that you know the projector you want—run, don't walk, to your nearest photo dealer. He'll be happy to put it through its paces for you. And, if you're not yet one of the millions of persons already enjoying the fun of personal movies, ask the dealer also to show you the latest Brownie and Kodak movie cameras. Prices start at only $29.95.

Most Kodak dealers offer convenient terms, low down payments.

Kodak

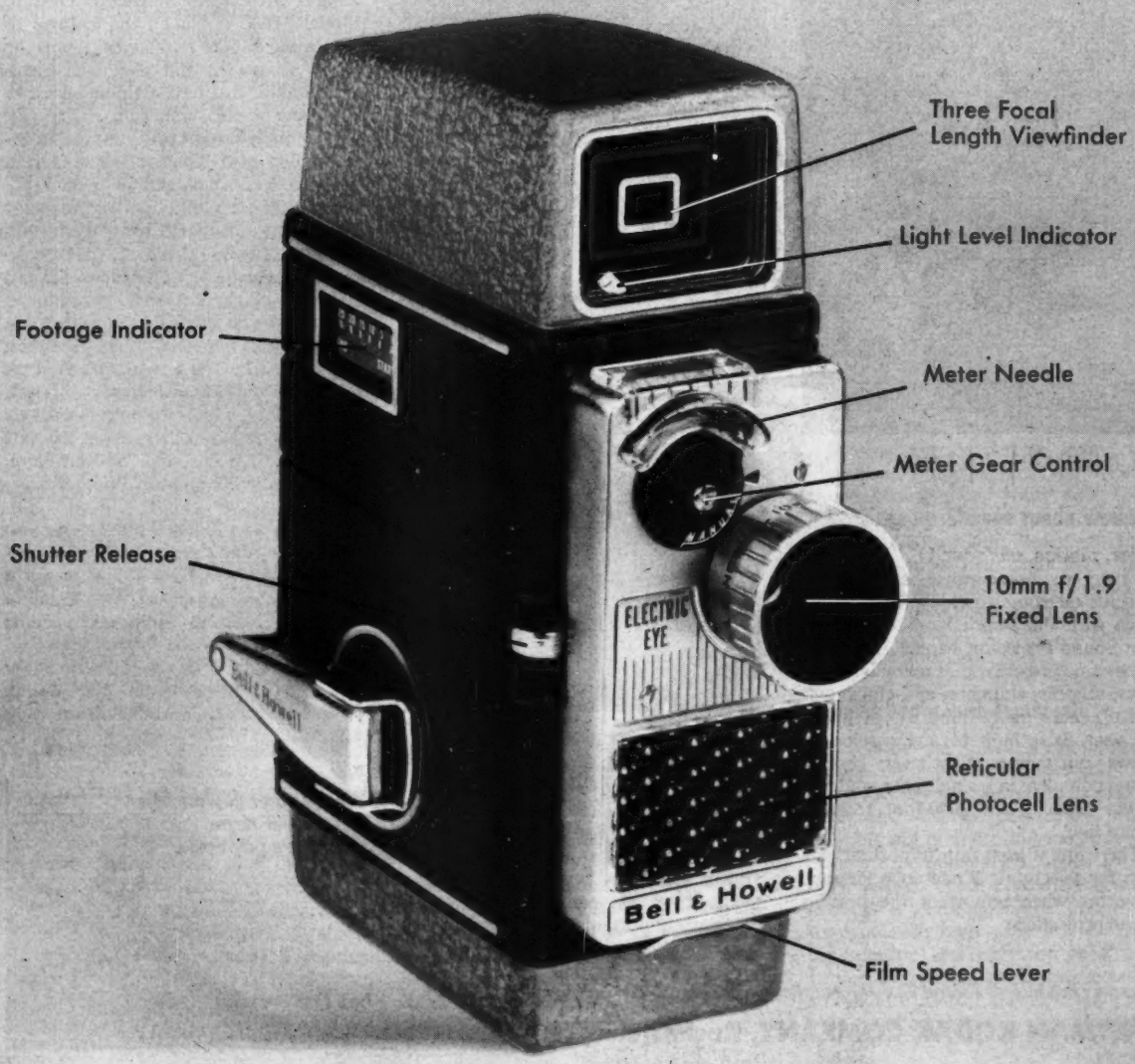
Prices are list, include Federal Tax where applicable, and are subject to change without notice.

EASTMAN KODAK COMPANY, Rochester 4, N. Y.

ELECTRIC EYE 8MM:

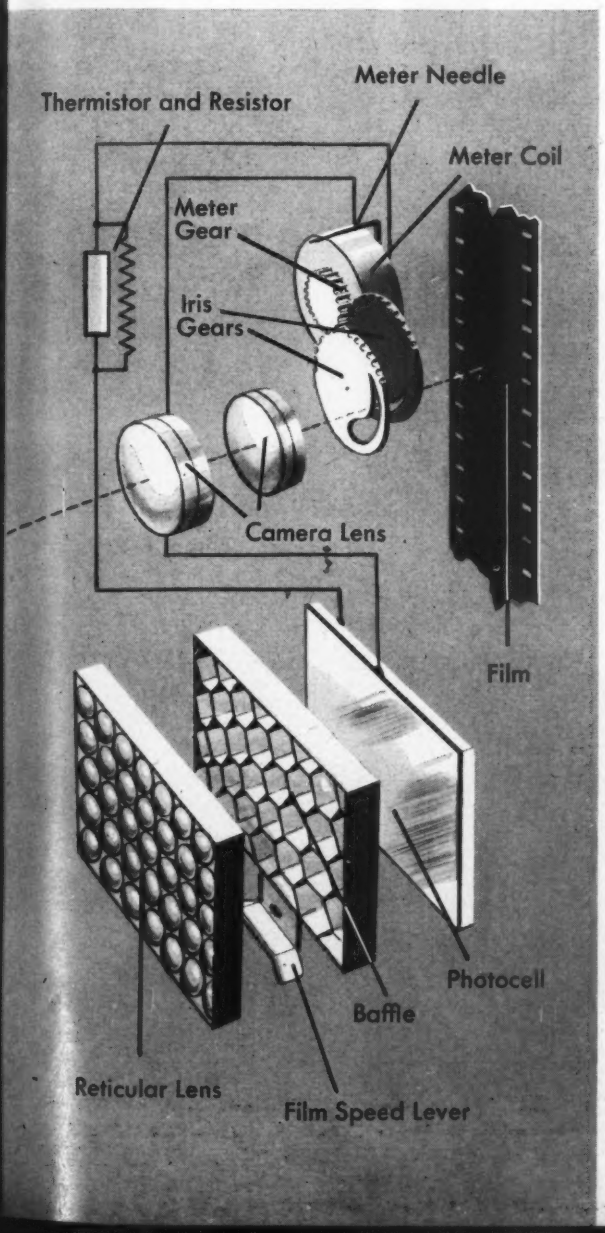
DOES IT REALLY WORK?

by HERBERT KEPPLER



FRANKLY I DISLIKE nearly all photographic gadgets designed to do my thinking for me. The business of choosing a lens opening and focusing a movie camera has always been fascinating. I've felt that these computations and decisions were my inalienable movie rights. Of course, they *do* take time and you *do* miss a lot of good footage by being unprepared, or by exposing at f/1.9 when you should be set at f/8, or by forgetting to focus at all. But that's part of the game—keeps you on your toes.

The Bell & Howell Electric Eye 8mm ($169.95), although a really amazing feat of photo engineering, was thus not a welcome guest in my house and I grudgingly allowed it a half dozen or so rolls of precious Kodachrome to prove that old ways are best and simplification might be well for the dodoes in movie making, but wasn't for me.



According to Bell & Howell, the camera does my thinking for me as follows: wherever I point the camera, light enters the reticular honeycombed lens whose angle of coverage matches that of the camera lens (see illustration). The light reaches the photocell and generates an electric current. The stronger the light, the more current. A resistor and thermistor in the line compensate the current for any temperature variations. When the current reaches the meter coil, it rotates or deflects the coil according to the strength of the current. At the end of the coil is a meter needle housed in a plastic case. This needle indicates the lens opening at which the camera is operating. A gear on the coil engages two delicately balanced iris gears which, moving together, change the actual lens opening according to the amount of current generated. A small lever beneath the cell adjusts the entire system for films with exposure indexes of either 10 or 16. (Although a choice of two film speeds seems limiting, there are actually only two 8mm color films available at the present time. Kodachrome has a speed of 10, while Kodachrome Type A, has a speed of 16. If you plan to shoot black-and-white, better find another camera.)

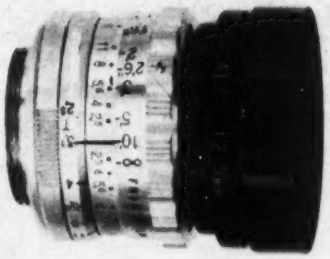
Within the viewfinder a small lucite bar turns yellow when there is enough light to shoot with and becomes colorless when there isn't. This indicator is dependent upon the needle of the exposure meter. When the needle attempts to pass below f/1.9, the yellow signal is blacked out. There are no batteries, no mechanical gadgets. It is all automatic—although it can be set for manual operation whenever you want it. O.K., thought I, how long will this finely balanced, delicate mechanism last before I send the pieces back to Bell & Howell?

Other specifications of the camera are less radical. Although most 8mm cameras use lenses of 12½mm focal length, the permanently installed fixed focus 10mm f/1.9 Super Comat lens of the Electric Eye is quite similar to that used on the 8mm Sun Dial Bell & Howell cameras. For tele or wide-angle effects, supplementary lens components, now in vogue for many 8mm fixed focus machines, are available. The normal, tele, and wide-angle fields of view were plainly etched within the extremely large, brilliant viewfinder. Film wind by crank is ten feet (two feet more than on many other cameras). A mechanical footage indicator has scale markings on the side of the camera. There's only one shutter speed, 16 fps.

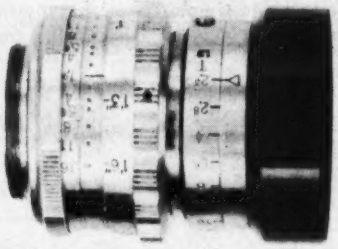
Loading is too simple to bear description, although the locking screw holding the side of the camera to the body takes more turns than I think necessary. Maybe it's just as well. Quick-opening cameras are often quickly opened—at the wrong time.

So much for the preliminaries. How well does the Bell & Howell 8mm camera work? I decided to do my best to trip the automatic exposure mechanism up—to find lighting situations which would puzzle me even if I had an exposure meter in my hands. So, whenever I could get the little camera away from my friends, who insisted on trying to borrow it, I shot in the most devilish light situations I could find. *(Continued on page 100)*

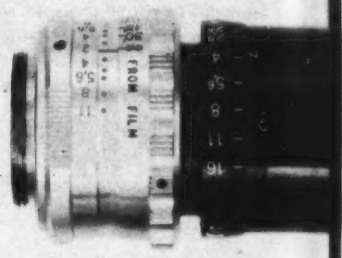
ARE THEY WORTH IT?



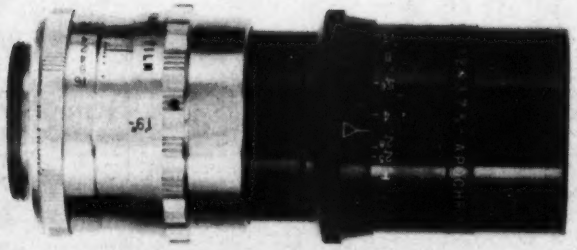
12.5mm f/2.5



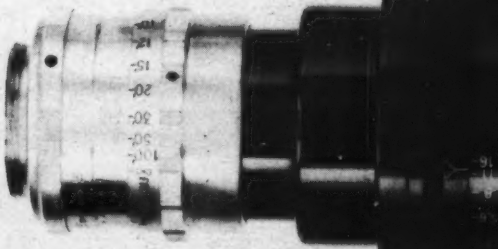
20mm f/1.9



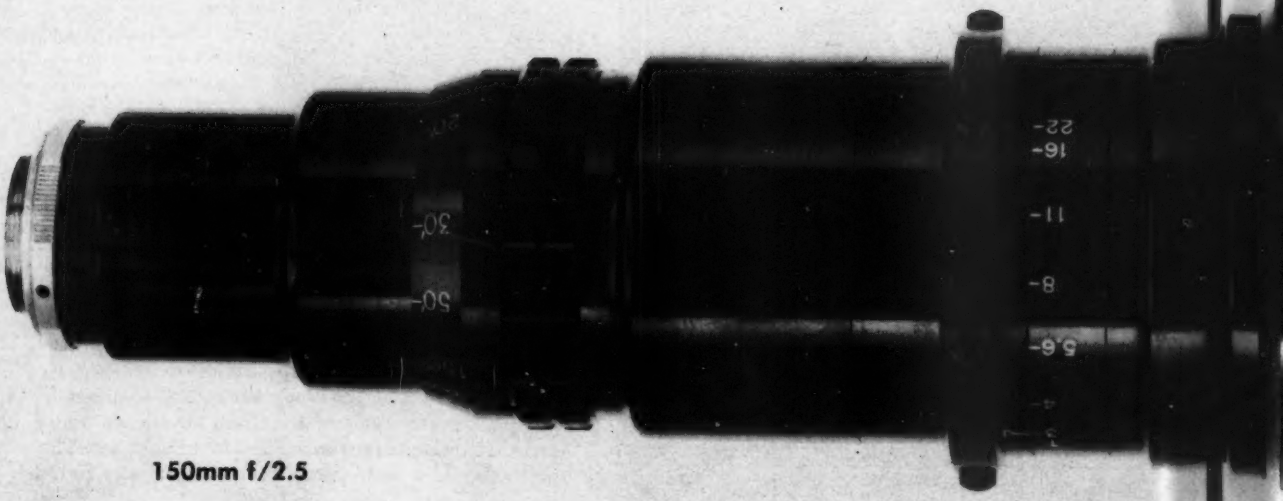
25mm f/2



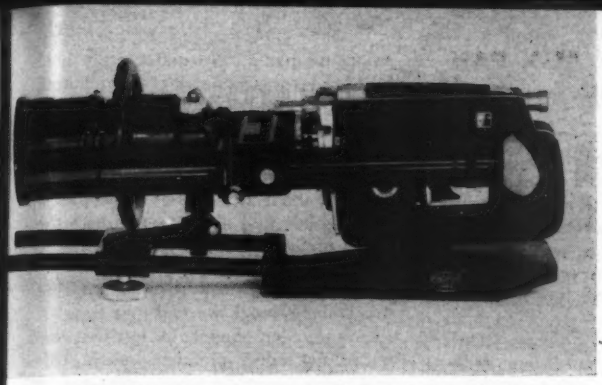
50mm f/2



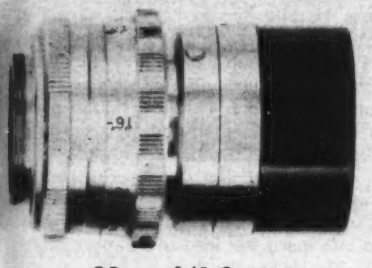
75mm f/2



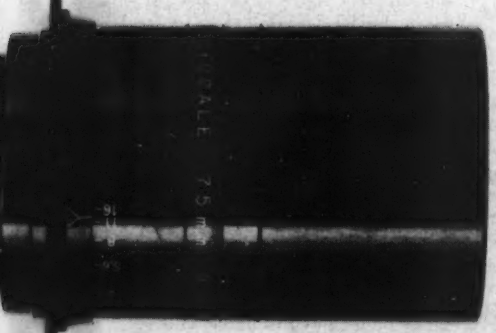
150mm f/2.5

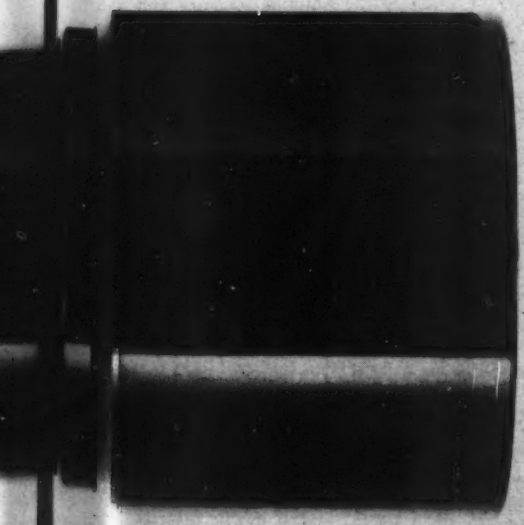


The Kinoptic Apochromat 210mm f/2.8 telephoto lens, equipped with special cradle and reflex-viewfinder.



32mm f/1.9





The Kinoptic Apochromats are supposed to be among the finest 16mm movie lenses in the world. . . . Are they?

by Myron A. Matzkin

WHEN WE FIRST EXAMINED the French-made Kinoptic Apochromat lenses, *opposite page,* we realized that no matter how good they were, the camera they were mounted on had to be of professional performance standards. If not, their true quality would not be apparent.

The reason: movie screen sharpness does not depend on camera lens quality alone. It is also affected by two major mechanical factors in the movie camera itself—film registration and type of shutter.

Accurate film registration insures that the frame is seated behind the lens and flat against the film plane in precisely the same way as the one before it.

Many professional cameras have a variable shutter, one that can be adjusted for faster exposure without increasing frames per second. Most home movie cameras have shutter speeds of 1/30 of a sec. at 16 fps and 1/50 of a sec. at 24 fps—not fast enough to render a sharp image of even moderately fast action. Unfortunately, cameras with variable shutters are expensive.

But even if you have perfect registration and a variable shutter, a bad lens won't produce a sharp image.

Professional cinematographer Arnold Kotis who tested the Kinoptic Apochromat lenses for MODERN mounted them on a professional caliber camera. Kotis examined individual frames from the test films under magnification and reported the lenses to be extremely sharp from largest to smallest opening.

He liked the choice of focal lengths—ranging from a 12.5mm to 210mm. The variety allowed him much freedom in composing his scenes. One lens he found especially useful was the 20mm—neither too wide or quite as restricting as a 25mm lens.

The Kinoptics are marked in both T-stops and f-numbers. The T system is based on actual light transmission tests of the lens, while the F system is an arithmetical-mechanical computation for determining the amount of light that ought to be transmitted.

By flipping a switch the accessory reflex finder for tele lenses, *top, this page,* can be used as a sportsfinder or for focusing and viewing directly through the lens. Prices of the Kinoptic Apochromats range from $169 for a 20 or 25mm lens to $499 for a 500mm telephoto.

Are they worth it? Yes, if you aspire to professional film-making standards, and have a precision camera to go with the lenses.—THE END

more fun than a circus

with

MARSHALL'S PHOTO-PICTURES

Now for the first time, you can obtain any of these beautiful pictures with an ideal surface for photo-oil coloring.

Each of the *eight* packets contains an 8" x 10" double weight photo, a full colored reproduction to guide you and simple instructions.

It's easy and fun to color PHOTO-PICTURES with world famous MARSHALL'S PHOTO-OIL COLORS or PENCILS. These are special, fade-proof, transparent colors that allow the picture and its details to show right through the colors. Imagine the thrill of seeing your PHOTO-PICTURE come to life.

For professional details on coloring get the only authentic book "Photo Oil Coloring For Fun or Profit."

ACCLAIMED SINCE 1919

free contest card in every set enables you to participate in annual $5000 coloring contest.

At photo dealers everywhere or write to:

JOHN G. MARSHALL MFG. CO., INC.
MP10, 167 North 9th Street, Brooklyn 11, N.Y.

Please send me FREE Coloring Brochure
Photo Pictures 1, 2, 3, 4, 5, 6, 7, 8 each $1.00
☐ 1 6-oz. can of Pre-Color Spray at $1.50
☐ 1 box of Photo-Oil Color Pencils at $4.75
☐ 1 Hobby Set of Photo-Oil Colors at $5.95
☐ "Photo-Oil Coloring for Fun or Profit"—$3.50 (A Book)

NAME_____

ADDRESS_____

KODAK ROYAL-X PAN

(Continued from page 86)

increases in development time tend to increase contrast and fog without further appreciable speed increase."

Regarding grain, Kodak says: "The grain size is coarser than Kodak Tri-X as might be expected for such a large speed increase. However enlargements up to 5 or 6 diameter do not show excessive graininess."

So, according to Kodak, a standard 2¼ x 2¼ negative should stand enlargement to 11 x 11 or so. But just what is excessive graininess?

What subject?

Now to test the film and the claims. Problem: what subject? We picked a centrifugal wheel at an amusement park revolving at a speed of 60 times per minute. The clothing of the people on the wheel plus the metal lattice work would show us how well the film would resolve. If it were grainy, goodbye detail. The gradations in light levels from practically none to rather low would give us an ideal subject for the new film. If Kodak's claims held true, and the graininess was not excessive, Kodak Royal-X Pan would be the only film capable of taking the picture.

Photographer Maynard Frank Wolfe and a MODERN editor picked two cameras known to be properly aligned with checked shutter speeds—a Zeiss Super Ikonta IV eye-level 2¼ x 2¼ rangefinder camera, and a Rolleiflex with f/3.5 Schneider Xenar lens. Two exposure meters were carried, one designed primarily to be used with reflected light, the other an incident meter. They were checked against each other for accuracy. Readings would be made using both meters. Where there was a slight difference, an average would be taken.

We took a reading from the sign in front of the wheel. With our meters set at ASA 1600, we arrived at an exposure of f/3.5 at 1/500 sec., wide enough to get the picture, fast enough to stop the action. Working backward, we calculated what the exposure index would be at f/3.5, 1/500 sec. in other areas of the picture. These are indicated on the illustration, *page 87*. So, if with full development these areas also held detail, we knew that Kodak Royal-X Pan would be as fast or faster than Kodak recommended.

Development

We developed the film in DK-60a for the maximum time called for by Kodak, ten minutes. Other rolls were developed for six minutes, and also one roll for 12 minutes. We found that the ten-minute roll produced maximum film speed and we made the accompanying illustration from it on a No. 3 grade of enlarging paper. We deliberately held back the foreground area in printing to see just how much detail in the shadows could be reproduced satisfactorily on paper. Note that the fine grill work in the wheel appears quite clearly, and detail in shirts and dresses of people on the wheel is well defined—this with the wheel racing around 60 times a minute in near darkness!

We picked up two types of fog during processing. Kodak warned that Royal-X Pan would fog chemically but that this would not affect picture quality. This was quite true. We also picked up an edge fog in some places from a film roll not too tightly wound. So warning: load and unload Royal-X Pan only in very low light levels and check thoroughly to see that the film is tightly wound before sealing exposed rolls with the gummed paper. After exposure keep well hidden from light. Develop by time and temperature only, unless you are a gambler at heart and feel that a peek by inspection is absolutely necessary. We and Kodak don't advise it.

The rolls of film developed at a 12-minute level produced just what Kodak said they would, no appreciable increase in film speed, but instead an appreciable increase in fog level.

Films processed for six minutes showed an appreciable loss of film speed, but less graininess and far less fog. If you can shoot at ASA 650 and don't need 1600, this is the proper development time to use.

How good is Royal-X Pan?

How good is Kodak Royal-X Pan in roll film size? Good enough to photograph just about anything you can see. Good enough to turn your 2¼ x 2¼ camera with f/3.5 lens into the equivalent of a 35mm with f/1.5 lens, good enough to satisfy anyone with enlargements of four or five diameters.

We'd suggest that you keep a few rolls of this superfast film on hand for emergencies only. Make sure you can get Royal-X Pan processed in the proper solutions. If you or your photofinisher are out of DK-60a, full directions for use with Kodak DK-50 is included with each roll of film. Use other developers at your own risk. Read that slip of directions included with the film thoroughly.

First 4 x 5, then 120 and 620 roll film. How long will 35mm users have to wait for Kodak Royal-X Pan? Will it be too grainy? We think it might work. How soon? Only Kodak knows.—THE END

Olympus Wide-S features broad (64°) view, fast lens

The Olympus Wide-S, first camera we've used that has a non-interchangeable 35mm f/2 lens, is unique. It combines a very fast, semi-wide-angle lens, an excellent coupled, combined view-rangefinder, a between-the-lens shutter, and operating controls designed for fast handling. It is made in Japan, and is being imported by Brockway Camera Corp. Price is $124.50, considerably less than that of most fast 35mm lenses without any cameras behind them.

To appreciate this camera you must first enjoy a semi-wide-angle state of mind. That is, if you don't like the effects created by using a 35mm lens, this is no camera for you. However, if you like the idea of being able to use a semi-wide-angle lens at openings as wide as f/2 while focusing through a first-class parallax-corrected, projected frame view-rangefinder, then you may have quite a bit of fun with the new Olympus Wide-S.

In examining a camera of this nature, the first question is: how good is the lens? The Olympus Wide-S we used had a very good lens, considering its focal length and f/2 aperture. We say "considering" because the design and manufacture of a lens of this type offers many sticky problems.

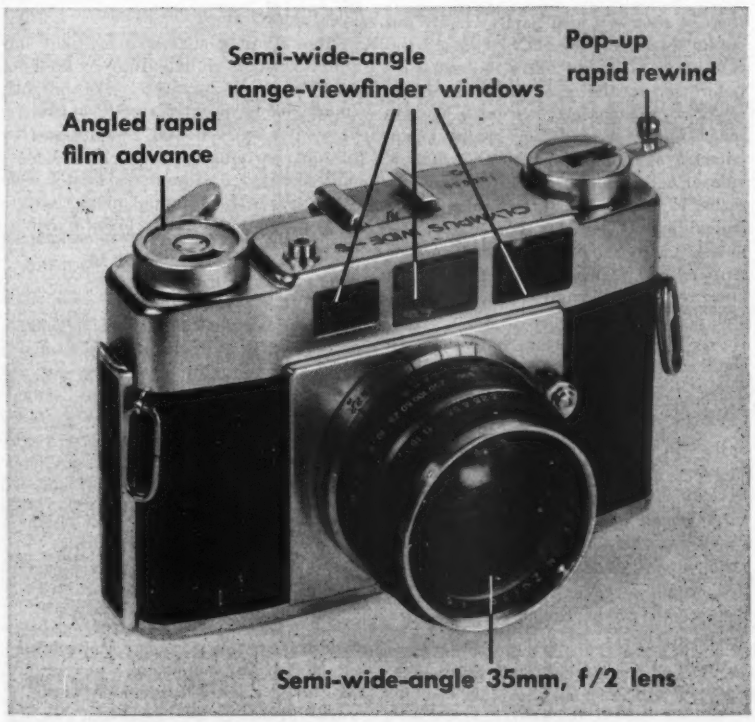
It would be unfair to compare the sharpness at f/2 of the Zuiko lens on the Wide-S and the sharpness at f/2 of a top grade "normal" 50mm lens. At f/2, the edges of details were slightly soft, but this 8-element 35mm did produce negatives acceptably sharp over the entire field and easily capable of 10X enlargement. At f/4, performance was excellent.

This lens also gave a remarkably good and even distribution of light over the entire negative; we considered this its most outstanding ability, for uneven corner light distribution (vignetting) is always a serious problem with semi-wide-angle lenses. This would be a good camera for color shooting.

The lens was well mounted and appeared to be in exact focus in relation to the film plane. The rangefinder was also accurate at a variety of shooting distances. The viewfinder presents a brilliant illuminated reticle field frame with extra viewing area around the outside of the frame. It has automatic parallax adjustment, which appeared to work satisfactorily. However, the lens sees such a wide field (64° on the diagonal of the negative) that you'd have to be pretty clumsy to cut off someone's head, even if there were no parallax correction.

Wide-S has modified version of exposure value system, but without f-number-shutter speed coupling. Here camera is set for EV 13, with 1/25 sec. and f/16 combination.

To change f-number-shutter speed combination (here it's 1/500 at f/4) without changing exposure value (still EV 13), you grasp both control rings and rotate them in unison.



Olympus Wide-S is fast handling, easy-to-use camera. Short focal length lens makes it compact. Rapid wind lever moves through narrow arc, stays in "ready" position shown unless folded flush against camera.

The rest of the camera is simple, compact, and appeared to be well made. The shutter is a standard Seikosha with the following settings: B, ½, ⅕, 1/10, 1/25, 1/50, 1/100, 1/250, 1/500. It is fully synchronized for flashbulbs and electronic flash at all speeds. It carries a variation of the exposure value system. However, there is no coupling between shutter speed and aperture controls—you must grasp both rings and move them simultaneously if you wish to change shutter speed and f-number combinations without altering the exposure.

The shutter speeds are not linear (that is, each exactly double or half that of its neighbors) and this, combined with the lack of coupling and the presence of click stops on the f-number control, makes the exposure value system less handy than it might be.

—JOHN WOLBARST

Bring New Brilliance To Your Color Movies With OPTICOLOR*

The barber pole . . . a colorful sight. Now for the first time its true brilliance can be faithfully captured by OPTICOLOR*

*ELGEET'S NEWEST ACHIEVEMENT IN 8mm LENS DESIGN

For the 95% of home movie-makers now using color film, Elgeet is proud to introduce a completely new concept in modern lens-making . . . Elgeet's exclusive OPTICOLOR design . . . Lenses designed with OPTICOLOR assure superior color rendition both in tonal range and color quality.

Here are the Elgeet lenses featuring OPTICOLOR . . . designed for those who want the economy that comes from owning only the finest:

38mm f2.7 focusing TELEPHOTO....$29.95
7mm f2.7 fixed focus WIDE ANGLE. 29.95
38mm f1.9 focusing TELEPHOTO.....49.95
9mm f1.9 fixed focus WIDE ANGLE..34.25

WRITE FOR FREE FOLDER

Elgeet OPTICAL COMPANY, INC.
832 SMITH ST. • ROCHESTER, N. Y.

LENS TESTING

(Continued from page 83)

6. *Focus carefully on the ground glass* using a six-power magnifier to achieve critical sharpness.
7. *Expose correctly.* Overexposure produces halation within the film emulsion and creates excessive graininess, both of which promote unsharpness.
8. *Use a fine grain film* and develop the negative in a fine grain developer.
9. *Take a series of test shots* at different diaphragm stops (and, of course, correspondingly different shutter speeds) to find out how the lens performs at different openings. Make accurate notes on each shot so you know later what's what. The best way to avoid confusion is to record the diaphragm stop and shutter speed in heavy black pencil on a piece of paper which, tacked to a corner of the test object, is photographed directly on each test negative.
10. *Make 11 x 14 inch enlargements* from these test negatives and check them for sharpness. Make sure that each print is "grain-sharp" from corner to corner so that unsharpness accidentally produced during enlarging is not confused with unsharpness of the lens that is being tested.

Rangefinder out of sync. From time to time, rangefinder-equipped cameras should be checked to make sure that the rangefinder is still in synchronization with all the lenses to which it couples.

Buckling film. Because it is flexible, and absorbs and retains moisture, film does not always remain sufficiently flat in its holder. Particularly on humid days, film may buckle and bulge from the plane of focus to cause considerable unsharpness. This kind of unsharpness usually is confined to certain areas of the negative while other parts, particularly around the edges, are sharp.

Inferior camera design. Unfortunately, many view cameras are structurally rather weak. As a result, front and back of such cameras are not always parallel to one another, particularly if shots are made that require relatively long bellows extensions or the use of heavy lenses. If this is the case, the whole optical system bends out of kilter and unsharp negatives result. Such cameras can be strengthened with metal braces and made more rigid with the aid of a piece of flat aluminum stock, ¼ x 2 in. to support their bed.—THE END

ELECTRIC EYE CAMERA

(Continued from page 95)

I waited for a brilliant day, with bright sunlight and deep shadows. First footage shot was of a partly cloudy but sunlit seascape. Normally, with a separate meter, I would halve the exposure before setting the camera. However, the electric eye footage was perfectly exposed—deep blue water, bright boats, colorful sky. I panned to the shadow side of a boathouse. Since the pan was rather rapid, the aperture change lagged momentarily—the first moments of the new scene were slightly underexposed. Apparently the photo cell and automatic aperture control cannot react to light changes instantaneously. Hint: pan slowly if you shift from brightness to shadow or vice-versa.

How close, how sharp?

I next checked the point of closest focus of the fixed lens. People moved toward the camera. At ten feet they were sharp, also at six, adequately sharp down to four feet—at f/11. With larger openings, naturally, the depth of field would decrease. At f/1.9, about six feet seemed to be the closest for adequate sharpness.

Inside the boathouse, I shot outward towards a brilliant seascape. The boathouse turned out underexposed and seascape overexposed. In such cases of lighting extremes, where areas of light and dark are evenly divided, better switch to manual, plan on exposing one extreme properly. However, with the electric eye, you'll generally get right exposure on largest masses within your viewfinder frame.

Shot directly against a brilliant sunset as rowboat pulled from dock. When fairly close, boatload was slightly under, background perfectly exposed—very striking. As boat became smaller in the viewfinder movie achieved more and more of a silhouette. That's what you'd get with a manual movie camera if you computed your own exposure correctly.

Will it last?

To check claim that electric eye mechanism was temperature compensated I left camera out in 100-degree sun, although I don't recommend it. Camera worked perfectly afterward. Viewfinder was more than good. Large wind crank was appreciated. Dropped camera a few feet once or twice by accident. It bounced around a good deal in a car too. Still worked.

What's the conclusion? Excellent machine for the movie maker who concentrates on his subject and doesn't aspire to equal professional or scientific films. It delivers proper exposure except under the most trying conditions when manual should be used. It's precisely made. It works. Proof: of 300 feet of film shot, not one foot impossible to use because of bad exposure or poor focus.—THE END

BROADWAY'S

...LATEST QUOTATIONS · LOWEST PRICES..

Only 10% DOWN ON BROADWAY'S SIMPLE TIME PAYMENT PLAN

CHECK EVERY ITEM CAREFULLY... You'll find the camera or accessory you've been looking for, at the lowest possible prices . . .

BROADWAY'S FAMOUS TELEPHOTO OR WIDE ANGLE LENSES

To fit all cameras

• Color corrected • Hard surface coated • All brand new • All one price

Check this listing carefully . . . OVER 170 CAMERAS LISTED, plus many more not shown. Values to 99.50 — NOW ONLY **$19.95** each, incl. case

For the following cameras . . .

- Aires 35-III, IIIL
- Accuraflex
- Agfa Karat
- Ansco Aut. Reflex
- Ansco Karomat
- Ansco Memar
- Ansco Regent
- Ansco Speedex
- Ansco Viking
- Argus A, AA, AF
- Argus A-3, K, 21
- Argus C, C-2, C-3
- Argus C-4, C-44
- Asahiflex
- Baldina
- Bauer
- Bell & Howell
- Bolex C-8, B-8, H-8, H-16
- Bolsey B, B-2, B-22
- Bolsey C, C-22, C-3
- Bolsey Explorer
- Bolsey Jubilee
- Bower X, 35
- Canon
- Certo Super 35
- Ciro 35
- Ciroflex B, C, D, E, F
- Clarus
- Classic 35
- Contaflex I, II
- Contaflex III, IV
- Contax
- Contessa
- Contina
- DeJur
- Dixx Ib, IIb
- Edinex
- Edixa A, B, C, D
- Eumig
- Exa
- Exakta
- Flexaret
- Graflex 22
- Graphic 35
- Ikoflex I, Ia
- Ikoflex II, IIa, III
- Ikoflex Faforit
- Kalimar B
- Kalloflex
- Keystone
- Kodak Pony 135 C
- Kodak Pony 828
- Kodak Retinette
- Kodak Retina I, II, IIa
- Kodak Retina IIc, IIIc
- Kodak Signet 35, 40
- Kodak Tourist
- Konica I, II, III
- Leica
- Leotax
- Lordomat
- Lordox
- Mamiya 6
- Mamiyaflex
- Mansfield
- Mercury II
- Minolta A, A II
- Minolta Autocord
- Minolta Autocord L
- Nettar
- Nikon
- Olympus 35S
- Peerflecta
- Perfex
- Polaroid 80, 80 A
- Polaroid 95, 95 A
- Polaroid 95 B, 700
- Polaroid Pathfinder
- Praktica
- Praktiflex
- Praktina
- Samoca 35
- Speed Graphic
- Soligor, Soligor 66
- Super Baldina
- Super Ikonta A, B
- Super Ikonta BX, III
- Super Westomat 35
- Voigtlander Bessa
- Voigtlander Vito
- Waizflex
- Wardflex
- Wollansak

ALSO THE FOLLOWING STEREO CAMERAS: @ 39.50 or incl. case

- Bell & Howell Colorist
- Bell & Howell Vivid
- Busch Verascope
- Edixa Ia, IIa, IIIa
- Graphic
- Kodak
- Revere
- Stere-All
- Stereo Realist
- Viewmaster
- Wollansak

SAVE $12.55 on a BRAND NEW YASHICA 'C'

Reg: $46.50

NOW $33.95

• Flash 6.50 • Case 7.95

OTHER YASHICA VALUES:

	Reg.	Sale
Yashica A	29.95	21.95
Yashica LM	59.95	43.89
Yashicamat	75.50	54.90
Filters (Bayonet)	5.95	3.95
Close-up Lens Kit	19.95	7.95
Telephoto Lens w/case	-- --	19.95
Wide Angle Lens w/case	-- --	19.95

SAVE $30.00 ON A BRAND NEW SUPER WESTOMAT 35 OUTFIT

SET INCLUDES:

- Super Westomat 35 Camera
- Genuine leather case with metal trim
- Clip-on exposure meter with leather case — Reg. 66.50
- Folding flash attachment

COMPLETE OUTFIT NOW **36.50**

Super Westomat 35 features

- All metal construction
- Rapid film advance
- Double exposure prevention
- Coupled rangefinder
- Speeds to 1/200 sec.
- Fast f:3.5 magnesium fluoride coated lens

35mm CAMERAS

	New	Used
Aires 35-III f:1.9	99.50	53.95
Argus C-4, case, flash	99.50	49.50
Argus C-44, case, flash	117.00	63.50
Canon VT 50mm f:2.8	267.00	134.95
Canon VT 50mm f:1.8	323.00	164.50
Canon V 50mm f:1.8	325.00	162.75
Contax II 50mm f:2	-- --	59.50
Contaflex I f:2.8	149.00	74.50
Contaflex II f:2.8	176.00	87.95
Exakta IIa 50mm f:1.9	399.00	199.50
Exakta IIa 50mm f:2.8	333.00	117.50
Graphic 35 f:2.8, case, flash	99.50	49.50
Konica III f:2	119.75	62.50
Leica IIIc f:1.9	-- --	149.50
Leica M-3 f:2	456.00	274.50
Minolta A f:3.5, case	57.90	28.95
Minolta A-2 f:2.8, case	78.90	39.50
Praktica FX III 50mm f:2.8	179.50	88.50
Praktina FX 58mm f:2	297.50	148.50
Praktina FX 50mm f:2.8	239.50	119.50
Retina III C f:2	165.00	83.50
Ricoh 500 f:2.8, case	79.95	39.95

BRAND NEW HEILAND STROBONAR VII

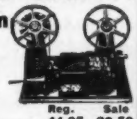
complete with D-PAK for the AMAZINGLY LOW PRICE OF

44.50

Regularly sells for 49.50

EDIT YOUR HOME MOVIES . . . Get "Hollywood" Results . . .

8 and 16mm MOVIE EDITORS



Brand New

	Reg.	Sale
Bala (8 or 16)	44.95	28.50
Bell & Howell (8mm)	122.50	92.50
Bell & Howell (16mm)	155.95	117.95
Compco (8 or 16)	49.95	29.95
Craig KE-8 (8mm)	79.50	58.75
Craig KE-16 (16mm)	79.50	58.75
Kalart EV-8 (8mm)	39.50	29.95

8mm MOVIE CAMERAS

	New	Used
Bolex B-8 13mm-f:1.9, 6.5mm-f:1.9, 38mm-f:1.9	199.50	103.95
B & H 134TA f:1.9 (tur.)	166.95	94.50
B & H 172B f:1.9 (mag.)	164.95	82.50
B & H 134V f:1.9	129.95	64.95
Cine Kodak 8 f:1.9 (mag.)	-- --	57.50
Franklin 8 f:1.9 (mag.)	-- --	39.50
Eumig B f:1.9, Exp. Met.	-- --	74.50
Keystone A-7 f:2.5	-- --	49.50
Keystone K-25 f:1.9	89.95	29.95
Keystone K-38 f:1.9 (tur.)	119.50	59.95
Keystone K-48 f:1.9 (mag.-tur.)	139.50	69.95
Perfex A 13mm-f:1.9, 7mm-f:1.9, 38mm-f:1.9	-- --	89.50
Revere 88 f:2.5	-- --	32.50
Revere 55 f:2.8	-- --	28.50
Revere C-45 f:1.9 (mag-tur)	164.50	79.95
Wollensak 43 13mm-f:1.9, 9mm-f:1.9, 32.5mm-f:1.9	99.50	53.95
Wollensak 53 13mm-f:1.9, 6.5mm-f:1.8, 38mm-f:2.5	199.50	99.50
Wollensak 23 13mm-f:1.9, 6.5mm-f:1.8, 38mm-f:2.5	239.50	128.50

8mm MOVIE LENSES

	New	Used
5.5mm Pizar f:2	79.50	49.50
5.5mm Switar f:1.8	119.50	89.50
6.5mm Elgeet f:2.5	39.95	21.95
6.5mm Raptar f:1.8	60.95	31.95
6.5mm Raptar f:2.3	45.05	24.50
6.5mm Schneider Cinegon f:1.9	99.50	52.50
7mm Elgeet f:1.9	61.95	34.50
9mm Raptar f:2.3	41.87	22.50
12.5mm Switar f:1.5	114.50	62.95
12.5mm Yvar f:1.9	74.50	39.95
13mm Elgeet f:1.9	43.68	24.50
13mm Raptar f:1.9	28.09	14.95
13mm Schneider Xenon f:1.5	94.95	54.50
38mm Yvar f:2.8	62.50	32.50
38mm Elgeet f:1.9	49.95	24.50
38mm Raptar f:1.9	67.50	34.95
38mm Raptar f:2.8	46.75	24.50
38mm Schneider Xenar f:2.8	59.95	31.95
45mm Schneider Xenar f:2.8	59.95	31.95
75mm Elgeet f:2.9	63.45	34.50

ENLARGERS

	New	Used
Exact 35	92.00	47.95
Exact 66	142.75	74.50
Federal 135	54.95	28.50
Federal 311	75.95	39.75
Federal 450	119.95	62.50
Omega B-8	142.50	74.50
Omega D-2	214.50	111.95
Solar 120	79.50	42.50
Solar 45 DR	92.50	47.75
Sun Ray Zenith	79.50	42.50

FREE PROJECTION SCREEN WITH EVERY SLIDE PROJECTOR

	New	Used
Argus 500 Auto, case	62.50	31.95
B & H Robomatic, case	149.50	74.50
B & H Headliner 303, case	59.50	29.95
B & H DeLuxe Mdl. D, case	79.50	39.95
B & H Streamliner 500, case	89.50	44.75
B & H 300 Duo (2x2, 2¼ sq.)	67.50	33.95
B & H 500 Duo (2x2, 2¼ sq.)	84.50	42.50
Goide Filmatic 300	89.50	44.95
Goide Reflex 300 (2¼ sq.)	84.00	41.95
Graflex Constellation	99.75	49.95
Keystone K 500, case	89.95	44.50
La Belle Director 300	69.95	34.95
La Belle Producer 55	94.95	47.50
LaBelle Professional 75, case	154.95	76.95
Revere 444, case	69.50	34.50
Revere 553, case	79.50	41.50
Revere 888b, case	159.50	79.95
Viewlex Projectomatic, case	79.50	41.50
Viewlex Powermatic, case	119.50	59.95

ELECTRONIC FLASH

BRAND NEW

	Reg.	Sale
Ultrablitz Jet (Dem)	69.50	48.50
Ultrablitz Matador	99.50	59.50
Ultrablitz Expert IV	69.50	42.50
Braun Hobby Standard	55.00	39.50
Braun Hobby Automatic	106.00	72.50
Heiland Mdl. 61-A	59.95	43.50
Heiland Mdl. 71-A	119.50	84.50
Heiland Mdl. 91-A	239.70	176.50
Heiland Macro-Lite Close-up Ring	42.50	33.95
Ext. Head for Expert IV	24.95	18.50
Ext. Head for Matador	34.95	22.50

	Reg.	Used
Dormitzer M-107 Bat. & A.C.	109.95	24.50
Ultrablitz Reporter II	194.50	124.50
F. R. Strobe	54.95	24.50

8mm PROJECTORS

	New	Used
Revere 85	124.50	54.50
Revere 90	159.50	64.50
Bolex M-8	169.50	88.50
DeJur 750	154.50	84.50
B&H Monterey Deluxe	99.95	59.50
B&H Regent Deluxe	179.95	99.50
B&H Regent	159.95	86.50
Keystone K100	99.95	49.95
Keystone K1090	169.50	89.50
Kodak Brownie 300	62.00	32.50
Kodak Brownie 500	74.50	41.50

SAVE $35.00 ON A LIKE NEW ARGUS C-3 OUTFIT

Complete With

- CASE
- FLASHGUN
- 2 ROLLS TRI-X
- 2 ROLLS ANSCOCHROME

SPECIAL **$34.95**

JOIN OUR "LAY-AWAY" CHRISTMAS CLUB

Write to Arthur Beck for information on this simple, convenient payment plan.

• NO RED TAPE • NO SERVICE CHARGE

SLIDE PROJ. OWNERS

Unbelievable Values in Magazines for All Slide Changers

	REG.	SALE
Revere	1.49 ea.	10 for 6.95
TDC	1.50 ea.	10 for 4.75
Airequipt	2.25 ea.	10 for 14.50
Viewlex	1.50 ea.	10 for 4.75
LaBelle Mag. 8"	2.20 ea.	10 for 13.50
LaBelle 9"	2.95 ea.	10 for 21.50

Carrying Case for Above —

12 Trays	5.59
24 Trays	8.75

Used items are of necessity limited in quantity. Order early.

BROADWAY CAMERA SHOPS, Inc.
Dept. M107, 872 Broadway,
New York 3, N. Y.
For special needs write to Roy Talbert.

I would like to trade my _____
I would like to buy a new _____
I would like to buy a used _____
Send me Time Payment Application _____

Name _____
Address _____
City/Town _____ State _____

C.O.D. send 15% deposit. Add Postage—Excess Refunded. 2 yr. written service guarantee. 10 day money-back guarantee.

WORD TRAVELS FAST "IT'S FABULOUS"

COMPARE ALL THE FEATURES AND COMPARE THE PRICE

$99.50 f:1.9 LENS

Case $12.50

Drum talk or sign language, wireless or word-of-mouth . . . the AIRES is acclaimed the world's best 35mm value. See it and you'll agree. Look through the AIRES' brilliant new "trimming" type combined viewfinder-rangefinder that makes it a cinch to shoot fast-moving objects, even if you wear eyeglasses. Notice the new LVS 1/500 sec. shutter . . . the rapid film rewind handle . . . the automatic rangefinder focusing down to less than 2 feet . . . the fast 6-element f:1.9 45mm lens that can even take pictures indoors without flash. See *all* the AIRES features now at your dealer.

For literature, write Dept.MA710.

Kalimar Inc.

1909 So. Kingshighway St. Louis 10, Mo.

In Canada: Shriro (Canada) Ltd., 400 Ontario St. W., Montreal
In Hawaii: Movie Supply of Hawaii Ltd., 1354 Kapiolani, Honolulu

35MM

by JOHN WOLBARST

All "normal" lenses are, but some are more so than others. Here's a new trend in optics for 35mm cameras.

Ask around among 35mm users and you'll find it is well known that 50mm is the "normal" focal length for use with the standard 35mm camera. Unfortunately, like so many other facts which are "well known," this one also happens to be a non-fact. Except for a certain amount of custom, or even tradition, there's no particular reason for a 50mm focal length to be considered "normal." In fact, we are in the midst of a strong movement away from that focal length which, I think, will result in more agile, useful, 35mm cameras.

What makes a lens "normal?"

In his excellent book, *Lenses in Photography,* Rudolf Kingslake gives this description: "For ordinary photography the 'normal' field is usually such that the diagonal of the negative is equal to the focal length of the taking lens. This computes to be a total field of 53°, or a half field of 26½°."

It so happens that the diagonal of the standard 35mm negative is 43.2mm. And the 50mm lens covers an angle of only 45° on the diagonal, which is considerably less than the "normal" 53°. So how did 50mm get to be the "normal" focal length?

Perhaps it's because the Leica, the parent of modern 35mm cameras, originally came out with a 50mm lens. The Germans have always tended to use lenses slightly longer in focal length than those fitted to American-made cameras of comparable negative size. Wherever the Leica idea was copied, throughout the world, the 50mm focal length went with it. So, there are undoubtedly more "normal" 50mm lenses than those of any other focal length. But, since World War II, there has been a radical change and there have been few new 35mm cameras carrying a "normal" 50mm lens.

The new looks in "normal" lenses

In the Russian Zone of Germany the trend has been to longer focal length objectives for the single-lens reflexes which are the specialty of the East Germans. The 58mm f/2 Biotar on the Exaktas, for example, covers a diagonal angle of only 40°. There's nothing structural in the single-lens reflexes requiring such long lenses—fit an Exakta with a 40mm Makro-Kilar (covering 56°) and it's an exciting combination.

The shift to shorter focal lengths got its first impetus in the U.S.A. The popular little Bolseys had a 44mm lens; the Kodak Ponys, Signets, and Bantams have all been fitted with lenses in the 44-46mm range.

There's been a flood of new Japanese cameras with lenses of less than 50mm focal length. The trend even made headway in West Germany—Zeiss Contessas, Contaflexes, and Continas are the best known examples.

Note that almost without exception the shorter focal lengths are characteristic of lenses which can't be interchanged—this lets the camera see a wider field, get more into the picture area. (Exception: there's a 45mm f/2.8 Super Rokkor supplied as "normal" for the Minolta 35, Model II, a focal-plane shutter camera with interchangeable lenses.)

It seems to me that even this is going to change in the near future as behind-lens-shutter 35's with interchangeable lenses get into the market. For, there are definite everyday picture-taking advantages to the shorter focal length lenses.

Why the shorter focal lengths?

To begin with, most pictures are of people—but not just head shots. Today's trend is to pictures of people in their surroundings, doing things, or in small groups. Ability to cover a wider field is a distinct asset.

The slightly shorter focal length offers a somewhat greater zone of sharp focus at any given lens opening. One of my favorite cameras is an old Kodak Bantam Special with 45mm f/2 Ektar. And I've recently been working with the 42mm f/2 lens on the new Olympus 35-S. At f/2, for fairly close work by available light, I have found a subtle but noticeable focusing advantage, as compared to the 50mm lenses used wide open.

For scenics, outdoor activities, and general record shots I find the wider field of view a great advantage.

Obviously, as the field of view gets wider, individual images within that field are bound to get smaller. The tendency then is to come closer to get a bigger negative image so it will enlarge more easily. Don't do it! Keep your distance. That's good practice with any "normal" lens, whether it be

(Continued on page 104)

WILLOUGHBY'S GREAT FALL SALE

Phenomenal Savings On World-Wide Famous Makes! Save Up To 75%!
We Will Not Be Undersold! Order With Confidence From

THE WORLD'S LARGEST CAMERA STORE

. . . for 60 years world leader in camera retailing

Now In Stock For Immediate Delivery! **Brand New Bell & Howell 8mm Electric Eye Movie Camera**

Luxury Cameras at Down-to-Earth Prices! Brand New!

ARETTE IB
35mm Camera
With Built-in Light Value Exposure Meter

List $79.95
Sale 42.00
Case $5.95

World-famous Gossen built-in meter. Extremely bright viewfinder with luminous frame. Automatic film advance. M, V or X sync. Prontor SVS shutter, speeds to 1/300th. Sharp f/2.8 coated lens.

ARETTE IA 35mm Camera

List $59.95 **Sale 32.00** Case $5.95

Brand new. Same luxury features as the ARETTE IB, less the built-in exposure meter.

Willoughby's Exclusive! Save 50%!

Voigtlander VITO B
35mm Camera
With Case and BC Flashgun

Sale 31.88 List $63.70

Brand New

Features rapid film transport and Voigtlander Color-Skopar f/3.5 lens. Pronto synchronized shutter. "Pop-up" rewind knob.

At this price we can't mention the maker's name!

Famous German Import!

Dual-Size Roll Film Camera
List Price $39.95

NOW 9.95 BRAND NEW

- 8-2¼" x 3¼" or 12-2¼" x 2¼" pictures on #120 film
- Sharp f/4.5 coated lens

Pre-Season ENLARGER SALE!

Famous **ZENITH** 35mm Enlarger

List $79.50 **Sale 48.50**

Brand new. With Elgeet 2" f/4.5 coated lens. Superb performance from contact size to 11x14 on baseboard. Aluminum die-cast double condensers.

Save $110.00 on a

Used Hasselblad 1000F

2¼x2¼ Single Lens Reflex with Tessar f/2.8 Lens

List $379.50 **Sale 269.50**

Used 250mm Zeiss Sonnar f/5.6 Lens. Reg. $299.50 ..... $209.50
Used 135mm Zeiss Sonnar f/3.5 Lens. Reg. $279.50 ..... $199.50

Used! Hasselblad
2¼ x 2¼ Superwide Camera with Zeiss Biogon f/4.5 Lens

List $519.25 **Sale $365.00** with viewfinder

Willoughby's "Safe-Buys" In Used Cameras and Equipment

Used 35mm Cameras

	List	Now
Retina I, f/3.5 lens	$ 57.50	$ 24.50
Retina IIa, f/2 lens	127.50	67.50
Retina IIIc, f/2 lens	165.00	84.50
Kodak Pony 135, f/4.5 lens	31.50	18.50
Argus C-4, f/2.8 lens	84.50	34.50
Leica G, Elmar f/2.5 lens	176.00	59.50
Contax IIIa, Sonnar f/1.5 lens	348.00	225.00
Vito II, Skopar f/3.5 lens	54.50	19.95
Exakta VX, Tessar f/3.5 lens	250.00	119.50
Signet 35, f/3.5 lens	75.00	39.95
Stereo Realist, f/3.5 lenses	129.00	54.50
Contaflex I, Tessar f/2.8 lens	153.00	89.50
Nikon S2, f/2 lens	310.00	149.50
Canon IV, Serenar f/1.8 lens	284.00	129.50
Contaflex III, Tessar f/2.8 lens	176.00	123.50
Contaflex IV, Tessar f/2.8 lens	199.00	140.00
Exakta IIa, Biotar f/2 lens, auto-diaphragm	399.00	279.50
Minolta 'A', f/3.5 lens	49.95	34.50
Minolta 'A-2', f/2.8 lens	69.95	49.50
Pentacon, Biotar f/2 lens, Brand New	259.50	119.50

Used 2¼ x 2¼ Reflex Cameras

Auto Rolleiflex, Tessar f/2.8, M-X	$325.00	$119.50
Ciroflex F, f/3.2 lens, Rapax M-X	148.75	54.50
Rolleicord III, Xenar f/3.5, sync.	149.50	52.50
Minolta Autocord L, f/3.5 lens, meter	124.50	69.95
Kodak Reflex, f/3.5 lens	115.00	29.50
Ikoflex IIa, Tessar f/3.5 lens, M-X	126.00	79.50
Auto Rolleiflex, Tessar f/3.5, X-sync.	275.00	99.50
Rolleicord V, f/3.5 lens, Brand New	124.95	99.50
Yashica A, f/3.5 lens	29.95	21.50
Yashica C, f/3.5 lens	46.50	32.50
Yashica LM, f/3.5 lens	59.95	42.50

Used Polaroid Cameras

Polaroid 80	69.95	$ 39.50
Polaroid 95	89.75	45.00

(Subject to Prior Sale)

SAVE 74%
Brand New—Latest Model

FLEXARET IV
2¼ x 2¼
Twin Lens Reflex
with 4-element f/3.5 coated lens

List $99.50

PLUS FREE BONUS
Leather Eveready Case ..... List $9.50
Leather Filter Case ..... List $2.50
Total Value $111.50

Sale $29.95 complete

Convenient Time Payment Plan — Only 10% Down — 10-Day Free Trial! Money Refunded In Full If Not Satisfied!

Willoughby's Famous One-Year Guarantee!

Mail Orders Shipped Four Hours After Receipt. Please Add Postage, Excess Refunded. M-10

All Cameras Shipped 10-Day Money-Back Guarantee!

I Am Interested In .....
I Wish To Trade The Following:
.....
.....Please Mail Price Quotation.
NAME .....
PHONE NO. .....
ADDRESS .....
CITY..... ZONE.... STATE.....

WILLOUGHBY'S
110 WEST 32nd STREET, NEW YORK 1 • LO 4-1600
Our own EXPORT DIV. • AUDIO VISUAL • GRAPHIC ARTS DEPTS.

SAVE MONEY! BUY DIRECT!

35mm Cameras, Reflex, Press, View and Folding Cameras, Enlargers, Over 10,000 Lenses Available. 8mm and 16mm Movie Cameras and Projectors, Slide Projectors, Screens, All Accessories Available. BINOCULARS & TELESCOPES

Camera Import Corporation is actually able to sell you the finest equipment below the price you would have to pay in the countries where they are made! Every brand and type camera, lens and accessory from Europe and Japan offered at savings that cannot be duplicated! No time payments, no fancy trimmings . . . just honest-to-goodness discounts and the highest trade-in allowances!

WORLD'S FINEST EQUIPMENT—*at lowest prices!*

35MM CAMERAS

Aires III-L f1.9	69.00
Aires III LVS f1.9	74.50
Ambi Silette f2.8	139.50
Ansco Memar f3.5	29.95
Argus C-3	52.00
Argus C-4	64.50
Argus C-44	74.50
Asahiflex f3.5	74.50
Asahiflex f2.4	98.00
Bolsey Jubilee f3.2	49.95
Braun 35	59.95
Canon IVS-2 f3.5	158.00
Canon VT f1.8 LN	239.50
Canon V f1.1	395.00
ConSol f2	119.50
Contaflex f2.8	*
Contaflex II f2.8	*
Contaflex III f2.8	*
Contaflex IV f2.8	*
Contax IIA	179.00
Contax IIA f2	212.50
Contax IIIA	209.00
Contax IIIA f1.5	259.00
Contax IIIA f1.1	399.50
Contina IIA f2.8	*
Edixa Reflex f2.8	149.50
Edixa f2.8	37.75
Exa	34.50
Exakta VX	124.50
Exakta VX IIA	*
Exakta VX f2.9	147.00
Exakta VX f2	164.00
Graphic 35 f3.5	59.50
Graphic 35 f2.8	64.50
Kalimar B f2.8	33.00
Kodak Stereo	62.50
Konica III MXL	*
Leica IIIF f1.1	359.50
Leica IIIF f2	199.50
Leica IIIF f3.5	169.50
Leica IIIG f1.1	379.50
Leica IIIG f2	269.50
Leica M-3 f3.5	273.00
Leica M-3 f2	275.00
Leica M-3 f1.1	488.00
Leotax F2	179.50
Lordomat f2.8	46.75
Lordomat f1.9	74.50
Lordomat C 35 f2.8	*
Lordomat C 35 f1.9	*
Minolta A	*
Minolta A2 f2.8	*
Minolta Super A f2	*
Miranda f1.9	149.50
Neoca IIS f3.5	42.50
Nikon S-2 f1.1	399.50
Nikon S-2 f1.4 LN	239.50
Olympus f2.8	52.50
Pax M2 f3.5	37.50
Pentacon f2	109.50
Pentacon f2.8	94.50
Pentacon P f2	157.50
Pentacon PB f2	189.50
Pony 135G	27.50
Praktica f2.8	57.50
Praktica f1.9	89.95
Praktina FX f2.8	*
Praktina FX f2	*
Prominent f2	159.50
Prominent f1.5	195.00
Regula	49.50
Retina IIIC	89.50
Retina IIIIC	109.00
Retina Reflex	*
Ricoh 35	39.50
Ricoh 500	52.00
Robot Royal	199.50
Samoca f3.5	22.50
Signet 40 Outfit	49.50
Silette L f3.5	99.50
Silette L f2	149.50
Stereo Realist f3.5	98.00
Stereo Realist	65.50
Super Baldina f2.8	44.50
Super Memar f2	92.50
Super Memar f3.5	59.00
Super Regent f3.5	67.50
Super Speedex	89.50
Vitessa T f2.8	109.50

*Please write for free quotation.

Vito B.L. f3.5	54.00
Vito IIA f3.5	39.50
Vitessa L f2.8	99.95
Vitessa L f2	112.50

2¼ x 2¼ CAMERAS

Agfa Automatic 66	*
Exakta 66 f2.8	195.00
Flexarette f3.5	29.00
Hasselblad	*
Ikoflex Favorit	*
Ikoflex Ib	74.50
Kallaflex	89.50
Minolta Autocord	*
Rollelcord	93.50
Rolleiflex 3.5G	*
Rolleiflex 2.8E	*
Soligor 66	74.50
Soligor Reflex 66	74.50
Super Ricohflex	22.65
Yashica A	22.95
Yashica C	34.95
Yashica LM	49.95
Yashica MAT	55.50

SPECIALS

Gami	272.00
Graphic View Cam.	154.00
Linhof 23	*
Linhof 4 x 5	*
Minicord	99.50
Minox IIIS L.N.	89.50
Plaubel Makina	259.50
Polaroid 80	52.50
Polaroid 95	64.00
Polaroid Land Camera 150	*
Speed Graphic 4 x 5 f4.7	189.50
Speed Graphic 2¼ x 3¼	159.50

8MM MOVIE CAMERAS

Admira	99.50
B & H 220 f2.5	33.00
B & H 252B f1.9	45.00
B & H 172B f1.9	109.50
B & H 134TA f1.9	132.50
B & H 172A f1.9	149.50
B & H Electric Eye f1.9	134.50
Bauer 88B f1.9	117.50
Brownie f2.7	22.50
Brownie f2.3	29.00
Brownie f1.9	36.00
Brownie Turret f1.9	62.50
Canon	*
DeJur	*
Emel Turretmaster	149.50
Eumig	*
Keystone K-25 f2.5	37.50
Keystone K-33 f2.5	58.50
Keystone K-38 f2.5	69.96
Keystone K-42 f2.5	58.50
Keystone K-48 f2.5	84.00
Revere 88 f2.5	*
Revere 88 f1.9	*
Revere 99 f1.9	*
Wollensak	*

8MM PROJECTORS

B & H Regent	138.00
Bauer T10	149.50
Brownie 300	46.00
Brownie 500	55.00
B & H Monterey	61.50
DeJur 750	109.50
DeJur 1000	119.95
DeJur 500	53.00
Keystone K-75	57.00
Keystone K-100	74.50
Revere 85	*
Revere 777	*
Showtime	85.00
Super Monterey	68.00

16MM PROJECTORS

B & H Diplomat	229.50
B & H 202C Sound	479.50
B & H 285C Sound	298.50
Keystone Belmont	129.50
Kodascope Royal	209.00
B & H Statesmen	154.50
Kodascope Sound	595.00
Pageant Sound	340.00
Revere	*

16MM MOVIE CAMERAS

B & H 70U f2.5	122.00
B & H 200T f1.9	183.00
B & H 200TA f1.9	227.00
B & H 200EE f1.9	219.50
B & H 70DR f1.9	299.50
B & H 240A f2.5	135.00
B & H 240T f1.9	199.50
B & H 240TA f1.9	219.50
B & H Magazine f1.9	234.50
B & H Spool-loading Elec. Eye f1.9	259.50
K-100 f1.9	249.50
Kodak Sp. II f1.9	993.50
Keystone Crit. f2.5	85.00
Keystone Exec. f2.5	104.50

IMPORTED MOVIE LENSES

8MM

6½mm f1.9	27.50
7mm f2.5	16.95
1½" f3.5	5.95
1½" f2.5	15.00
1½" f1.9	19.95
1½" f1.4	24.95
1½" f1	49.00

KODAK 8MM MAG.

6½mm f1.9	32.00
1½" f1.4	32.00

16MM

13mm f1.5	59.50
17mm f2.5	22.50
1" f0.95	98.50
3" f3.5	19.00
3" f2.5	25.50
3" f1.5	57.50

SLIDE PROJECTORS

Argus 300	29.50
AO 300	46.50
AO 500	56.00
B & H Robomatic	111.00
Brumberger Rocket	39.50
Brumberger Riviera 2¼ x 2¼	39.50
Graflex Constellation	88.50
LaBelle Producer	69.00
Revere 553	*
Revere 888D	*
Signet 300	44.75
Signet 500	54.50
TDC Duo 300	49.95
TDC Headliner	42.50
TDC Model D	59.00
TDC Duo 500	62.00
TDC Stereo	112.00
TDC Stereo Viewer	107.50
TDC Streamliner 500	67.00
Viewlex Projectomatic	59.50

BINOCULAR SPECIALS!

Exclusive. Brand new. Famous make. Imported **light-weight prism** binoculars.

6 x 15	14.95
7 x 18	15.95
6 x 30	15.50
7 x 35	17.50
8 x 30	16.95
8 x 40	37.50
7 x 50	19.95
10 x 50	26.95
12 x 50	29.95
16 x 50	32.50
20 x 50	39.95

Imported **feather-weight WIDE-ANGLE** binoculars.

7 x 35	57.80
8 x 32	79.25
10 x 50	69.75
20 x 60	88.80

Add 10% Excise Tax to above prices.
Included in above prices is case and strap.

LENSES

For LEICA, CANON, Tower, Leotax, Kardon, and Similar Cameras

25mm f3.5	$129.50	50mm f2.5	39.50	135mm f3.5	89.50
25mm f4	124.50	85mm f2	132.00	150mm f3.5	185.00
28mm f3.5	89.95	85mm f1.5	149.50	150mm f2.3	295.00
28mm f2.8	109.50	85mm f1.9	129.50	150mm f2.8	371.00
28mm f5.6	79.00	85mm f2.8	59.50	150mm f3.5	188.00
28mm f6.3	77.00	85mm f1.5	139.50	180mm f2.5	299.50
35mm f1.7	179.50	85mm f2.8	59.50	180mm f5.5	59.95
35mm f1.8	134.50	90mm f2.5	79.00	200mm f4.5	117.00
35mm f2	115.00	90mm f4	29.50	250mm f5	93.50
35mm f2.5	74.50	90mm f1.8	115.00	300mm f5.6	97.50
35mm f2.8	74.50	100mm f4	82.50	400mm f5	414.00
35mm f3.5	63.50	100mm f3.5	42.50	500mm f5	412.50
50mm f1.1	249.50	105mm f2.5	115.00	640mm f5	656.00
50mm f1.2	199.50	135mm f4	99.50	800mm f8	660.00
50mm f1.5	115.00	135mm f3.5	99.50	1000mm f6.3	937.00
50mm f2	44.00	135mm f4	59.00		
50mm f1.4	149.00	135mm f4.5	47.50		

For Contax I, II, III, IIa, IIIa, Nikon S1, S2 and similar cameras

21mm f4.5	$149.50	85mm f1.5	224.00	250mm f4	243.00
25mm f4	127.00	85mm f2	124.50	300mm f4	346.25
28mm f3.5	112.00	85mm f4	79.50	300mm f5	183.75
35mm f2	139.00	90mm f3.5	63.75	300mm f5.6	112.45
35mm f2.5	105.00	105mm f2.5	114.35	400mm f5	179.95
35mm f1.8	136.00	125mm f2.5	145.95	400mm f5.6	174.95
35mm f3.5	67.00	135mm f3.5	101.25	500mm f5	406.25
50mm f1.1	249.50	135mm f3.8	76.45	500mm f8	626.25
50mm f1.4	115.00	135mm f4	109.50	600mm f5.6	521.25
50mm f1.5	79.50	150mm f1.8	371.25	640mm f5	656.25
50mm f2	55.50	150mm f2.3	296.25	800mm f5.5	787.50
50mm f2.8	49.50	150mm f3.5	89.95	1000mm f6.3	937.50
50mm f3.5	46.50	180mm f2.5	310.00		
75mm f1.5	131.00	180mm f2.8	240.00		

For EXAKTA, CONTAX D, PRAKTICA, Contax S, Consol, Exa, Praktina, Pentacon, Praktiflex, Rival Reflex, Hexagon, Hexagon Supreme, and similar Cameras.

28mm f3.5	$ 87.95	90mm f2.8	189.50	180mm f3.5	99.50
35mm f2.5	37.50	90mm f3.5	34.50	180mm f4.5	72.00
35mm f2.8	103.50	90mm f4	19.95	180mm f5.5	57.00
35mm f3.5	46.50	100mm f2.8	41.50	200mm f4.5	115.00
35mm f4.5	39.50	100mm f3.5	25.85	240mm f5.5	93.00
40mm f3.5	37.50	100mm f4.5	13.85	250mm f5.5	79.50
40mm f2.8	33.50	105mm f2.5	59.95	300mm f3.5	170.00
50mm f1.5	123.50	105mm f4.5	19.95	300mm f4	329.50
50mm f1.9	58.50	125mm f2	119.50	300mm f5	145.00
50mm f2	47.50	125mm f2.5	146.25	300mm f5.6	104.75
50mm f2.8	9.95	135mm f3.5	134.85	300mm f5.6	129.00
50mm f2.9	9.95	135mm f2.8	112.50	360mm f5.5	112.00
58mm f2	44.50	135mm f3.5	34.95	400mm f4.5	270.00
75mm f1.5	94.50	135mm f3.8	34.95	400mm f5	183.00
75mm f1.9	58.50	135mm f4	48.00	400mm f5.5	104.50
80mm f2	74.50	135mm f4.5	29.95	500mm f5	296.24
80mm f2.8	56.50	150mm f1.8	294.00	500mm f6	395.25
85mm f1.5	63.35	150mm f2.3	295.00	600mm f5	423.75
85mm f2	69.50	150mm f3.5	98.00	640mm f5	543.75
85mm f2.8	47.50	150mm f5.5	63.50	800mm f5	911.25
90mm f1.8	112.50	165mm f3.5	146.00	800mm f6.3	562.50
90mm f2.5	74.50	180mm f2.8	229.50	1000mm f6.3	828.00

WIDE ANGLE & TELEPHOTO LENSES

FOR PRACTICALLY EVERY CAMERA—Partial listing

Aires	Certo Super 35	Kallaflex	Netter
Afga Karat	Ciro 35	Keystone	Nikon
Ansco Auto. Reflex	Ciroflex B, C, D, E, F	Kodak Pony 135C	Olympus
Ansco Karomat	Clarus	Kodak Pony 828	Peerless Ia
Ansco Memar	Classic 35	Kodak Retinette	Perfex
Ansco Regent	Contaflex III, IV	Kodak Retina I, II, IIA	Polaroid 80, 80A
Ansco Speedex	Contax	Kodak Retina IIc, IIIc	Polaroid 95, 95A
Ansco Viking	Contessa	Kodak Signet 35, 40	Polaroid 95B, 700
Argus A, AA, AF	Contina	Kodak Tourist	Polaroid Pathfinder
Argus A-3, K, 21	De Jur	Konica I, II, III	Praktica
Argus C, C-2, C-3	Dax Ib, IIb	Leica	Praktiflex
Argus C-4, C-44	Edinex	Leotax	Praktina
Asahiflex	Edixa A, B, C, D	Lordomat	Samoca 35
Baldina	Eumig	Lordox	Speed Graphic
Bauer	Exa	Mamiya 6	Sol-gor, Soligor 66
Bell & Howell	Exakta	Mamiyaflex	Super Baldina
Boice 66, H16	Flexaret	Mansfield	Super Ikonta A, B
Bolsey B, B-2	Graflex 22	Mercury II	Super Ikonta BX, III
B22	Graflex 35	Minolta A, AII	Voigtlander Bessa
Bolsey E, C-22	Ikoflex I, Ia	Minolta Autocord	Voigtlander Vito
C-3	Ikoflex II, IIa, III	Minolta Autocord L	Walflex
Bolsey Explorer	Ikoflex Favorit		Wollensak
Bolsey Jubilee	Kalimar B		
Bower X, 35			
Canon			

Wide-Angle lens	only $14.95 incl. case
Telephoto lens	only $14.95 incl. case
Both lenses together	$24.50 incl. case
Lenses for most Stereo cameras, set of 2 lenses	$24.50 incl. case
Lenses for most Stereo cameras, set of 2 wide-angle and 2 telephoto lenses	$48.00 incl. case
For reflex cameras, set of 2 lenses	$24.50 incl. case
For reflex cameras, set of 2 wide-angle and 2 telephoto lenses	$48.00 incl. case

Everything listed is BRAND NEW (except fair traded items) unless otherwise stated, fully guaranteed, both mechanically and optically. We sell all merchandise on a 15 day, full money back guarantee. 20% deposit is required on all C.O.D. shipments. Servicemen and Foreign orders welcome. Dealer inquiries invited. Quantity prices available.

Send today for ANY camera, lens enlarger, projector or accessory!

CAMERA IMPORT CORPORATION Dept. M10A • 521 Fifth Avenue, New York 17, N.Y.

I am interested in _____

I wish to trade _____

Please Mail FREE Quotation—No Obligation to Buy

NAME _____ ADDRESS _____

CITY _____ ZONE _____ STATE _____

35MM

(Continued from page 102)

a 42 or 58mm. To fill the entire negative with a person's head you must come so close that all sorts of frightening distortions are likely to occur.

Suppose you photograph the same person from the same spot with a 50mm lens and a 44mm lens. You'll get slightly smaller negative images with the shorter focal length lens. This means a somewhat greater degree of enlargement to get details the same size as those produced by the 50mm lens. But with today's fast, fine grain films and proper development this is a minor problem.

What about head shots? If you consistently want to fill most of a 35mm negative with a face, none of the "normal" lenses will do it properly. For real portraiture you just can't beat the longer focal lengths—90mm and 135mm are popular sizes—which allow you to stand off pretty far for good perspective, yet get a big image.

But that's a specialty type of picture taking. For everyday work, I like the trend to the shorter focal lengths.—THE END

THE LENS OF DR. WETH

(Continued from page 70)

Although the Telestigmar is quite light for its size (approximately 25 ounces when the heaviest combination, including sunshade, is used), it is extremely rugged and well-made. If you think the system of combining objectives is confusing, relax—it is impossible to line up the components incorrectly, since the threads are not all alike. Whatever screws together results in one of the lenses. The pieces P, N, and Z are all clearly marked and in addition, these letters are indicated in a chart-like form on V so that the focal length lens being used can be indentified quickly.

In using any long focal length lens with a 35mm camera a sturdy tripod is generally recommended to eliminate the camera movement that would cause a blurred image. But since the Telestigmar is so light, it can be hand-held if you are careful to use fast shutter speeds. Even passing city traffic, as well as the jarring action of a focal plane shutter, was found to affect the image in the ground glass, just perceptibly, when making the comparison pictures on *page 71*.

At present, Dr. Weth's amazing Telestigmar, at $220, adapts directly to Exakta, Pentacon, and Praktica cameras only, but may be used with Leica and Contax-type cameras that are equipped with an accessory reflex housing. Available accessories include a sunshade at $7, and an eyepiece attachment and reversing prism which converts the lens to a 40X telescope, at $30.—D. J.

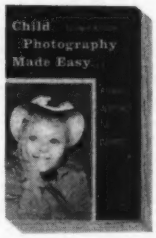
selections for

OCTOBER

MODERN PHOTOGRAPHY'S BOOK STORE

recommends the following books. If you want a title that is not shown, query us. Try your camera store. If not available there, order from us.

6 Child Photography Made Easy . . .
by Josef Schneider



Learn from the expert . . . Josef Schneider, internationally famous child photographer. This new book contains all the latest methods, covers every aspect of photography from using child psychology to the ABC's of film, exposure and lighting. Complete know-how for parents. Fully illustrated with almost 100 pictures to enjoy and emulate, many in full color.

136 pages, 6" x 9"
$4.50

115 1957 German Photographic Annual
The very best in German photography in an exquisite volume, with English translations. Linen bound, with cellophane covering. In the truest sense of a photographic annual, this superb gift item has both visual impact and thought provoking articles. **$7.50**

114A How To Shoot Weddings,
by Michael K. Arin

A highly successful specialist in this lucrative branch of photography tells you exactly how it is done, in black and white, color, and 3D color! A complete book of successful practice in wedding photography. **$3.95**

103 Model Art

A collection of fine figure studies by Leaf, Samerjan, Bernard, etc., carefully selected to illustrate the many techniques employed. **$1.50**

66 Contaflex Guide, *by W. D. Emanuel and Norman Rothschild* **$1.95**

52 Contaflex Way,
by H. Freytag.

Brand new, exhaustive treatment in the usual Focal Press manner, by the famous author of Contax Way. All owners of this popular camera will get more from it with this book. 312 pgs. 270 illust. Some color. **$4.95**

10 Fritz Henle's figure studies—
Henle's astonishing technical skill and sensitive approach, which is displayed on every page in this book dealing with the figure. New edition **$4.50**

22 How To Take Photographs That Editors Will Buy, *by Ronald Spillman*
Editors are prepared to pay money for photographs. Before checks can start rolling your way you must learn exactly what sort are required, and how you can produce them. This is a Focal book of know-how with many tricks of the trade previously undisclosed. 244 pages, 47 photos, 51 diagrams. **$3.95**

79 35MM Photo Technique,
by H. S. Newcombe

One of the world's leading authorities on photography with the miniature camera has produced this classic on the subject. Over 80,000 sold! **$3.95**

737 How To Make 8mm Movies,
by N. Bau **New Edition $1.95**

61 How To Do Home Movie Tricks,
by J. Caunter **$1.75**

27 Photojournalism—Pictures For Magazines and Newspapers,
by Arthur Rothstein.
Over 200 unusual, famous, and behind the scenes shots. 7x10. With complete text by "Look's" leading technician. **$5.95**

161 35mm Color Magic
by Walther Benser

A famous European photographer writes a fascinating and informal volume on color work with the Leica. A best seller in Europe, the book has been revised to include experiences gained from a successful U.S.A. lecture tour. 200 pages, 40 color plates. **$6.90**

199 Photography For Teen-Agers,
by Lucille Marshall **$3.95**
Plain talk on how beginners can take better pictures from the start. Fully illustrated. Written by an expert, contains solid material that shows how much fun and lasting pleasure the hobby can yield to kids in school, at proms, games, on vacation, etc. 164 pgs., new edition.

332 35mm Camera Rating Guide,
by Herbert Keppler **$1.95**

217 The Retina Way *by O. R. Croy*
Sixth edition of a long time favorite, revised to contain new Retina cameras. **$4.50**

62 Form And Figure

A collection of outstanding studies of the nude by Peter Basch. Size 9x12. 112 pages. Beautiful reproductions. Technical notes and comments by the photographer. Individual chapters on action, lighting, props, outdoor figure photography, etc. **$5.95**

642 Fritz Henle's Guide To Rollei Photography—
by Fritz Henle (with George B. Wright)
A comprehensive guide to all phases of twin-lens photography, indoors and out, with additional chapters on action, portraits, color, photojournalism and industrial coverage. Latest film and development information. Over 250 illustrations, including 8 pages in color. 7½x10, 216 pages. **$6.75**

247 Art International.

A collection of the finest work in nude photography, by Adriaan, Berko, Brassaï, Henle, Maeslet, Nakamura, Weston, and others. Exquisitely printed in France on a large format of 10x11¼" with introduction by Otto Steinert. English translations. Limited edition. **$15.00**

IMPORTANT NEW ARRIVALS

327 Minox Guide, *by W. D. Emanuel and Norman Rothschild* **$1.95**

142 Retina Guide,
by Rothschild and Emanuel **$1.95**

140 Leica Guide,
by Rothschild and Emanuel **$1.95**

339 Guide To Perfect Exposure,
by George & Cora Wright **$1.95**

392 Praktina Praktica Working Manual
by K. Tydings **$2.95**

370 The Simple Art Of Making Films
by Tony Rose.

The great thing about this new book on movie work is that it will be avidly read by beginner and advanced alike. Besides and beyond the basic techniques it reveals the real secrets of making good amateur films. For a "how to do it" book it is exceptionally pleasurable to read and the numerous illustrations are a special treat. 293 pgs. 80 illust. **$4.95**

456 Photo-vision, *by Ray Bethers* **$4.95**

A well-known painter and art editor tells how you can view abstract form, line and tone values. This book will show you how to see creatively, thus make rather than snap a picture. Used as standard text, U. S. Army. 106 pgs. 8x10½.

306 The Nikon Manual of 35mm Technique
by George B. Wright.

A complete handbook of 35mm technique, covering both the materials and approach, from the problems faced by the amateur, through advanced and specialized uses. A complete review of the Nikon in operation, all its accessories and specialized uses. Over 250 pgs., 100 illustrations, including up to date 35mm formulary. **$5.95**

348 Focal Encyclopedia of Photography
Covers completely the entire technology of photography and follows up all its uses for picture making. A master reference work that belongs in every library. Bound in Burgundy Buckram with gold stamped spine and title. 1,468 pages, 2,000 articles on every aspect of photography, 400 photographs and 1,500 pictorial diagrams. Written by 197 experts from 23 countries. A photo library in one volume. 9⅝x6⅞. (Oct. Delivery.) **$20.00**

388 Leica World.
Selection of finest Leica photography of the year. Exquisitely printed, 172 pgs., large format. (Delivery October.) **$6.95**

If coupon is clipped send order anyway to Modern's Book Store, 33 West 60th St., New York 23, N. Y.

Modern PHOTOGRAPHY Book Store

33 West 60th, New York 23, N. Y. **Amount Encl. $ _____**

In Canada: Visual Equipment Co., 146 Bates Rd., Montreal 8, Quebec (add 10% for Canadian shipments).

Please send me postpaid the books whose numbers I have circled.

I enclose ☐ Money Order ☐ Check ☐ Send C.O.D. ($1.00 deposit required. Postage extra. Minimum C.O.D. order $5.00.)

6 115 114A 103 66 52 10 22 79 737 61 27 161 199 332
217 62 642 247 327 142 140 339 392 370 456 306 348 388

Name _____

Address _____

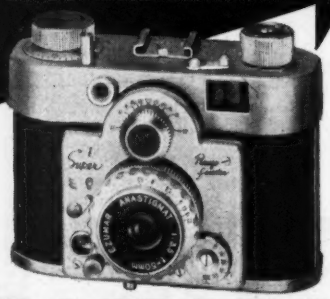
City _____ **State** _____

10-57 ALL ORDERS ARE SHIPPED POSTPAID. Add 3% sales tax with orders for N. Y. City delivery; add 10% per title for delivery outside U.S.A., except APO's. Allow approximately two weeks for delivery. SATISFACTION GUARANTEED! If not satisfied return books within 5 days and money will be refunded.

PRICE IS THE OBJECT

SAMOCA

now brings you a RANGEFINDER '35' priced only a few dollars higher than box cameras!



SAMOCA

RANGEFINDER '35'

only $29.95

Show the SAMOCA 35 to an expert photographer, to whom price is no object when he chooses his own equipment. Ask him to guess the price. It's almost certain that he will name a price at least twice that of the amazing SAMOCA. This beautiful little camera has that hard-to-define but easy-to-recognize look which bespeaks professional design and precision craftsmanship. It can'be offered at this astonishingly low price only because the makers, the famous Samoca Camera Co., Ltd., of Tokyo, Japan, also manufacture the high-quality lens and shutter which are its most costly components. Ask your dealer to demonstrate to you this unique camera value.

• Coupled Rangefinder • Single Window Rangefinder-Viewfinder • Fully Color Corrected, Coated f3.5 Lens — Click Stops • Shutter Speeds 1/10th to 1/200th sec. and Bulb • Full MX Synchronization • Built-in Depth of Focus Scale • Film Advance Automatically Cocks Shutter and Counts Exposure • Body Shutter Release • Fully Removable Back • Satin Chrome Trim, Fully Anodized. Body, Compact, Light, Rugged

For descriptive literature write to:

BROCKWAY CAMERA CORPORATION

1114 First Avenue, New York 21, N. Y.

Canada: Precision Cameras of Canada Ltd. Montreal, Toronto, Vancouver

the MOVIE MAKER

by MYRON A. MATZKIN

Which accessory movie lenses are most important—wide-angle or telephoto? Or do you need a special purpose lens?

A friend recently acquired an 8mm camera—nothing unusual in itself—along with a normal, wide-angle, and a telephoto lens. The camera looks really professional with its three-lens turret. Unfortunately, my friend has only the vaguest idea of what to do with the wide-angle and telephoto.

In looking back at my own movie making beginnings, I recall one camera and only one lens. Perhaps that's the best way to start. For a long time it took care of everything I filmed. After a few years I knew exactly what it could do—and more important, what it couldn't do. As my film making branched out from shooting around the house and the simplest kind of editing, I realized I needed another lens. Since much of my filming was done in tight quarters, both indoors and out, a wide-angle lens seemed the most natural thing to buy.

There are many solid reasons for owning a wide-angle lens. As I have already said, my first motivation was the need for covering fairly large scene areas where subject-to-camera distance was too short for the normal lens. Equally important, is that a lot of my filming was of a reportage variety, where quick camera work was necessary to get anything at all. The shorter focal length of the wide-angle means a greater depth of field. This eliminates a lot of refocusing as you change shooting positions.

As I got to know my wide-angle lens better I found it a truly creative instrument. Moving in for extreme close-ups, I can employ its tendency to distort to emphasize a point. Stepping back for an overall shot I can create a feeling of depth and dimension that would be lacking with other lenses.

I acquired a 17mm wide-angle lens several years ago because I owned a 16mm camera. Today, there are 15, 12.5mm, and even 10mm wide-angle lenses available for 16mm cameras. If you shoot 8mm film you have a choice of wide-angle lenses, too—9, 7, and 6.5mm.

Wide-angle lenses are even more valuable than when I bought my first one. Some 16mm wide-angle lenses have speeds of f/1.2 and f/1.3, making them useful for shooting under poor light conditions, even in color.

I had three mounts on my turret camera and for a long time one of them remained empty. I spend much time and film trying to catch the grace and majesty of sea gulls in flight. For awhile I was content with shooting with my normal 25mm lens—trying to stalk as close as possible to the birds. But gulls won't stand for that kind of business often, and I shot a large amount of footage showing tiny, winged specks moving across the frame.

A 3-in. telephoto borrowed from a friend brought much better results—although the lens had not been fitted to my camera. Later, with a properly adjusted lens, my films were good enough to make me want to ditch all the other footage I had shot. I expanded my use of the tele lens to sports and documentary films where getting close was impossible without either danger to myself, as in football, or where people were bound to notice the camera and thus act unnaturally.

A telephoto lens should fit the type of subject you film. Perhaps all you need is a 50mm lens. Or conversely, if you specialize in nature photography, a 6-in. or even longer lens may fill the bill. The 1-in. or 1½-in. are good choices for 8mm, although a 3-in. or even 6-in. lens can be fitted to 8mm cameras with interchangeable lenses.

If your camera has a lens permanently mounted to it, there are several makes of wide-angle and tele adapters or converter lenses on the market.

The process of film editing has influenced my choice of lenses several times. One case in particular had an important bearing on my acquiring a zoom lens. I had shot a sequence of a child building a sand castle at the beach. The final close-up showed the intense look on his face, but the cuts leading to the close-up had a tendency to delay the point I wanted to reach. I realized that the shot should have been made with a zoom-type lens.

The zoom lens incorporates wide-angle, normal, and telephoto lenses in one unit. One element in the lens is moved by a lever and as the element moves, the focal length of the lens is changed. Thus, you can go from a wide-angle long shot to a telephoto close-up without cutting from one shot to another.—THE END

BIG DISCOUNT SALE
SAVE 25% TO 40%
PAY ONLY 10% DOWN
TREMENDOUS VALUES

Special
BRUMBERGER AUTO-MAT
35mm 300w blower cooled automatic; Complete with airquipt auto changer & 1 mag. Reg. $49.50. BRAND-NEW... 29.95
1.85 post & ins
limited supply

35mm CAMERAS

	New	Used
Aires 35 III, f1.9	$ 99.50	$ 52.50
Argus C-3,	49.50	19.95
Argus C-4, f2.8	84.50	35.50
Argus C-44, f2.8, MX case & flash	117.00	59.50
Bolsey Jubilee, f2.8, case & flash	79.50	39.00
Canon IV S2, f1.8	284.50	119.00
Canon V, f1.8	325.00	207.00
Edixa C, f2.8 RFDR	49.95	27.50
Graphic 35, f3.5	89.75	38.00
Kodak Retina II, f2, RFDR		43.00
Kodak Retina IIA, f2, RFDR	127.50	62.00
Kodak Retina IIC, f2.8, RFDR	139.50	73.00
Kodak Signet, f3.5	75.00	32.00
Kodak Pony 135, f4.5	29.75	12.75
Kodak Bantam Spec, f2		59.00
Konica III, f2	119.75	61.00
Minolta A, f3.5	49.95	22.95
Ricoh 35, f3.5, case & flash	59.95	28.00
Voigt Prominent, f1.5	270.00	112.00
Voigt Vitessa f2	159.50	78.50
Zeiss Contessa, f2.8, RFDR	163.00	67.00

35mm SINGLE LENS REFLEX

	New	Used
Contaflex, f2.8 Tessar, MX	$149.50	$ 75.50
Contaflex II, f2.8 ctd Tessar	179.50	99.50
Exa, f2.9, MX	79.50	33.50
Exa, f2.8, Auto RF	165.00	89.00
Exakta V, f2 Biotar	249.50	117.50
Exakta VX, f3.5 Tessar	199.50	119.50
Exakta VX, f2.8 Tessar, Auto RF		150.50
Exakta VX, f1.9 Auto Xenon	341.70	182.00
Exakta VX, f1.5 Angenieux	369.50	179.00
Pentacon, f2.8 Auto	249.50	108.00
Pentacon, f2 Biotar	269.50	87.00
Rectaflex, f2 Xenon	329.50	118.00
Praktina FX, f2 Auto Biotar	297.50	167.00
Praktica FX, f1.9 Meyer Preset	139.50	55.50

LEICA — CONTAX — NIKON

	New	Used
Leica IIIA, f2 Summar		$ 67.50
Leica IIIC, f2 Summar		87.50
Leica IIIC, f2 Summitar		114.00
Leica IIIF, f2 Summicron	336.00	173.50
Leica IIIF, f1.5 Summarit	357.00	188.00
Leica M3, f2 Summicron	447.00	268.00
Leica M3, f1.5 Summarit	468.00	289.00
Contax II, f2 Sonnar		63.00
Contax IIA, f2 Sonnar	345.00	119.00
Contax IIA, f1.5 Sonnar	374.00	152.50
Contax IIIA, f1.5 Sonnar	348.00	168.00
Nikon S, f2 Nikkor		98.00
Nikon S2, f1.4 Nikkor	345.00	199.00

LEICA, CONTAX LENSES

	New	Used
28mm f3.5 Nikkor	$149.50	$ 75.50
35mm f2.8 Biogon		46.00
35mm f3.5 Nikkor	89.50	48.00
35mm f3.5 Summaron		53.00
85mm f2 Nikkor	175.00	84.00
90mm f2.5 Angenieux	94.50	49.50
90mm f4 Elmar	90.00	47.50
135mm f4.5 Hektor	135.00	58.50
135mm f3.5 Nikkor	135.00	65.00
135mm f4 Sonnar	146.00	65.00
400mm f5 with reflex	400.00	179.00

EXAKTA PRAKTICA CONTAX D LENSES

	New	Used
28mm f3.5 Angenieux	$120.00	$ 62.50
35mm f2.5 Angenieux	99.50	52.50
35mm f2.8 Auto Zeiss	149.50	87.00
40mm f3.5 Macro Kilar	89.95	54.00
75mm f1.5 Zeiss Biotar	211.50	78.00
90mm f2.5 Angenieux	94.50	52.50
135mm f3.5 Angenieux	89.50	49.50
180mm f5.5 Tele Xenar	84.95	45.50
400mm f5.5 Meyer Tele Mega*	199.50	87.50

2¼ x 2¼ REFLEX

	New	Used
Exakta 66, f2.8 Tessar	$319.50	$142.00
Minolta Autocord L, f3.5	124.50	67.00
Kalloflex Automatic, f3.5	119.50	42.50
Rolleicord IV, f3.5 Xenar		53.00
Rolleicord V, f3.5 Xenar	124.50	58.95
Rolleiflex Standard, f3.5 Tessar		46.00
Auto Rolleiflex, f3.5 Tessar		61.50
Auto Rolleiflex, f3.5 Xenar, MX	187.50	109.00
Auto Rolleiflex, f2.8 Xenotar, MX	309.00	169.00
Auto Roflex IIA, f3.5 Tessar	169.50	67.50
Yashica C f3.5 MX sync	44.50	27.95
Yashica LM f3.5 MX, meter	59.95	37.50
Yashicamat f3.5 MX, Auto	75.50	46.00
Minolta Autocord f3.5 MX	99.50	49.00

TRADES ACCEPTED

EXAKTA 66
With f2.8 Zeiss Tessar; pre-set diaphragm. Focal plane shutter; speeds 12 sec to 1 1000th demonstrators
Case 9.95 1.90 post & ins **159.85**

ARGUS C-3 CAMERA
f3.5 lens; coupled rangefinder; flash synchro.
Used.... **19.95**
case 4.50 Flashgun 3.50 100mm f4.5 Argus Tele-Sandmar 29.50
1.25 post

400mm f5.5 TELE-MEGOR
With diaphragm in toc mount, for Exakta, Contax D, Praktica, Pentacon. List $199.50. BRAND-NEW..... **117.95**
1.80 post & ins

4 x 5 SPEED GRAPHIC
Professional model; f4.5 lens; coupled rangefinder double extension bellows.
Used.... **79.00**
1.85 post & ins

KODAK MEDALIST
Synchro model; f3.5 coated Ektar; Supermatic shutter speeds 1 sec to 1/400.
used **69.00**
1.15 post & ins

POLAROID 80
Develops pics in 60 sec; Optical viewfinder; Flash sync. uses new low cost film.
used **31.50**
1.25 post & ins

8mm KODAK BROWNIE
3-LENS TURRET
Regular, Telephoto, wide angle views. 3-f1.9 lenses with selector finder. Built-in exposure guide. Reg. $79.50
Used **44.00**
1.25 post

AIRES III
f1.9 ultra speed lens; speeds ½ sec to 1/500; rapid film wind; M-X sync. Reg. 99.50
used **53.50**
Case 7.95 1.25 post & ins

PRAKTICA F-X
Latest
f1.9 Meyer Primoplan; pre-set diaphragm; auto auto film transport! Twin contact synchro Reg $139.50. BRAND-NEW **72.95**
case 7.95 1.25 post & ins

PRISM RANGEFINDER
No Exakta owner should be without one! Combined with viewfinder for EXAKTA V, VX, and EXAS.
BRAND-NEW **19.95**
Case 2.50 .50 post & ins

NIKON S-2
f1.4 Nikkor lens; life-size rangefinder — viewfinder; rapid film rewind; positive flash sync selector. Reg. $345.00 Used.. **198.00**
Case 7.95 1.25 post

8mm KEYSTONE K-70
500w lamp; 400 ft reel capacity; motor rewind, blower cooled. Reg $64.95
Used..... **34.50**
Case 5.50 1.85 post. & ins.

RETINA III C
Latest 1956 model; f2 Xenon in M-X shutter; built-in exposure meter. List $190.00. Used **83.00**
Case 8.95 1.25 post & ins

CONTAX D
f2 coated ZEISS BIOTAR. Focal plane shutter; sync for flash & strobe! Reg $259.50
BRAND-NEW **97.50**
Case 9.50 1.25 post &

AUTO EXAKTA VX
Fully automatic f2.8 coated lens. Focal plane shutter; 12 sec to 1/1000; New exposure counter; discontinued model. Brand-New
case 9.50 **139.50** 1.25 post

EXA VX
BRAND NEW
Brand-New discontinued model. Coated f2.9 lens:
Plus B.C. flashgun. Regular $95.00
55.00
1.25 post & ins

FEDERAL ENLARGERS
35mm to 2¼ x 3¼
249 with 3½" ctd lens 19.50
279 with 3½" ctd lens 23.50
311 with 3½" ctd lens 37.50
All used guaranteed
Shpd express

3¼ x 4¼ SUPER D GRAFLEX
AUTOMATIC DIAPHRAGM
6" f4.5 coated Ektar; focal plane shutter; speeds to 1/1000. Flash sync.
Used **114.50**
1.55 post & ins

SLIDE PROJECTORS

	New	Used
300 W Argus	$ 37.50	$ 19.50
300 W Argus, Auto, Case	62.50	27.00
300 W AO Executive, Auto		38.50
300 W Brumberger (2¼x2¼)	89.95	31.50
300 W Golde Manumatic	58.50	25.50
300 W Golde Reflex (2¼x2¼)	86.50	43.50
300 W TDC Duo (2¼x2¼)	67.50	34.50
300 W TDC D	59.50	29.00
300 W TDC Headliner	39.95	16.50
300 W TDC Maileliner	59.50	25.50
300 W Revere Auto Case	69.50	38.50
300 W Viewflex Projectomatic	79.50	41.50
500 W TDC Duo (2¼x2¼)	84.50	52.50
500 W Revere 555 Auto, Case	79.50	42.50
500 W Robomatic Auto, Case	149.50	87.00
500 W Revere 888D Auto, Case	159.50	96.50
500 W La Belle 55 Producer Auto	94.95	42.00
500 W LaBelle 75 Auto, Remote, Case	156.95	89.50

ENLARGERS

	New	Used
35mm Federal 135 f4.5 Cond.	$ 54.95	$ 32.50
35mm Focomat 1-C f4.5 Autofocus	183.00	114.50
2¼x2¼ DeJur 11, f4.5 Cond.	99.50	58.50
2¼x2¼ Exact 66 f4.5 Cond.	142.75	79.50
2¼x2¼ Solar 120 f4.5 Cond.	114.50	67.50
2¼x2¼ Sunray f4.5 Cond.	87.50	59.50
4x5 Federal 470 f4.5 Cond.	142.95	85.50
4x5 Solarmatic f4.5	169.50	104.50
5x7 Elwood S-2 f6.3	97.50	67.50
5x7 Elwood SP-2	117.50	71.00
5x7 Solar	84.50	48.00
8x10 Elwood Commercial	319.00	177.50

PRESS CAMERAS

	New	Used
2¼x3¼ Pacemaker Crown f4.5 cpld RF	$299.00	$117.50
2¼x3¼ Ann Speed Graphic f4.5 cpld ctd. RF flashgun	219.50	80.50
3¼x4¼ Ann Speed Graphic f4.5 cpld rangefinder	—	83.00
3¼x4¼ Pacemaker Crown f4.7 cpld RF flash	—	117.50
4x5 Speed Graphic f4.5 CRF	249.00	79.50
4x5 Pacemaker Crown Graphic f4.5 lens CRF	299.00	119.00
4x5 Linhof f4.5 cpld RF flash	427.50	189.50
4x5 B&J f4.5 cpld RF flash	265.00	87.50
4x5 Busch f4.5 cpld RF flash	263.00	89.00

8mm CAMERAS

	New	Used
B & H 252, f2.3	$ 59.95	$ 23.00
B & H Sportster, f2.5	89.95	36.00
B & H 172A, f1.9 Turret	199.95	114.50
B & H 172 B, f1.9	164.95	87.50
Keystone K-40, f1.9	104.50	62.50
Keystone K-45, f1.9 Turret	139.50	79.50
Kodak Mag. f1.9	149.50	81.00
Revere 40, f2.5	105.50	47.00
Revere 44, f1.9	164.40	89.50
Revere 8-63, f2.5 Turret	152.50	79.50
Revere 90, f2.5	97.50	38.00
Revere 84, f1.9 Turret	147.50	79.00

8mm PROJECTORS

	New	Used
B&H 253 Monterey 500w	79.95	39.00
B&H Regent, case 500w	179.95	78.95
Keystone K-109, 750w	149.50	67.00
Keystone K-70 Bright beam 500w	64.95	34.50
Kodak Brownie 300w	62.00	33.00
Revere 90 750w	125.00	61.00
Revere 85 500w	116.50	42.00

16mm PROJECTORS

	New	Used
Bell & Howell 273 A, case	$199.95	$ 98.00
Bell & Howell 202 C, sound	719.95	367.00
Bell & Howell 285 C, sound	449.95	243.50
Keystone A-82	139.50	62.00

RUSH ORDER TODAY!

Orders are filled as received. Some items limited in quantity. Mail-Orders given prompt attention. To choose from best selection — mail order promptly . . . get FIRST CHOICE.

STATEMENT OF POLICY

Items listed offered with 30 day trial-2 year guarantee. No down payment on trade-ins. Minimum down payment 10%. C.O.D.'s with 10% deposit.
Prices F.O.B. N.Y. Estimate & include postage and insurance. Overpayments refunded. Prices listed are our net, and do not indicate availability at all times.

CYPRESS 9-5610

hamilton house

Dept. HM-10 545 FIFTH AVENUE
NEW YORK 17, NEW YORK

ONLY Wall St. Camera Exchange

WSC TRADE-IN CAMERA KING

"A TRADE A MINUTE"

COMPLETE **35MM** CAMERA OUTFITS AT SAVINGS UP TO **60%**

BRAND NEW AUTOMATIC
Exakta VX

43.50

Plus your old Exakta VX (Body for Body)

• SINGLE FLASH POST • Internally Improved Shutter • Body Lock • New Exposure Counter • Standard Rewind, etc.

$78.50 + your Exakta V
98.50 + your Exakta I, II
68.50 + your Leica IIIF
49.50 + your Contax IIIA
108.50 + your Praktiflex FX
88.50 + your Canon IVS2

BRAND NEW 1957
Contaflex III

49.50

Plus your Contaflex II $62.50 plus your Contaflex I

CONTAFLEX IV, ADD $17.50 TO ABOVE PRICES

BRAND NEW LATEST
Praktica FX-2 outfit

REG. 217.20 **now 98.50**

HERE'S WHAT YOU GET!

- Brand new Praktica FX-2
- Optical Waist Level & Sports Finder
- 50mm F2.8 Westar Click-Stop Lens
- 100mm F4.5 Telephoto Lens
- Extension Tube Set for Close-ups
- BC Flashgun
- Leather Case

Above outfit available with 50mm F2.8 Pre-Set Tessar, F2.8 Automatic Westenar, F1.9 Pre-Set Primoplan or F2 Automatic Westagon Lenses. Prices on request.

BRAND NEW
Exakta VX* outfit

REG. 505.90

now 258.50

*DISC.

HERE'S WHAT YOU GET!

- Brand new Exakta VX*
- 58mm F2 Pre-set Biotar Lens
- Penta Prism Finder (Ihagee)
- Split-Image Rangefinder Insert
- Extra Ground Glass Insert
- 135mm F3.5 Pre-set Telephoto Lens
- Exakta Extension Tube Set for Close-ups
- Exakta B.C. Flashgun
- Leather Case

FREE EXPOSURE METER

Latest Exakta VX instead of disc. model, add $29.50
Fully Automatic Biotar lens instead of Pre-set Biotar, add $49.50
Extra Waist Level and Sports Finder $12.95

BRAND NEW LATEST 1957 AUTOMATIC
Rolleiflex 3.5 G

79.50

Plus your Rolleiflex LVS

ROLLEI 2.8E $97.50 + your 2.8D

with Exposure Meter, add $35.00

BRAND NEW LATEST
Contax IIIA & IIA

79.50

old IIIA for new IIIA
old IIA for new IIA
(Body for Body)

• MX Flash Synchonized • Takes all Bulbs and Strobe • Standard Flash Post • Needs no Special Cord

SAVE $150.00
BRAND NEW
Retina IIIC COMPLETE OUTFIT

REG. 409.00 **now 259.50**

HERE'S WHAT YOU GET!

- 1957 Retina IIIC
- 50mm F2 normal lens
- 35mm F5.6 Curtar Wide-Angle Lens
- 80mm F4 Longar Telephoto Lens
- 35-80 Optical Finder
- 3 Lens Shades
- B.C. Flashgun
- Deluxe chrome trim Leather Case

BRAND NEW 1957
Exa mx outfit

REG. 216.50 **now 99.50**

HERE'S WHAT YOU GET!

- New 1957 EXA MX
- 50mm F2.8 Westar Click-Stop Lens
- Penta Prism Finder
- Split-Image Rangefinder Insert
- Extra Ground Glass Insert
- 100mm F4.5 Exa Telephoto Lens
- Exa Extension Tube Set
- Exa B.C. Flashgun
- Leather Case

50mm F3.5 Zeiss Tessar instead of Westar, add $17.50
50mm F2.8 Automatic Westenar instead of Westar, add $37.50

BRAND NEW 1957
Canon T8 MOVIE CAMERA F1.8 Canon Lens

98.50

Plus your 8mm Movie Camera with F1.9 Lens in Trade

All Cameras Accepted in Trade

GO AUTOMATIC!
fully automatic lenses

For Exakta, Exa, Pentacon, etc.

35mm F3.5 6 Element Lens $ 39.50 + your w.a. lens
35mm F2.8 Zeiss Flektagon 59.50 + your 28mm Angenieux
50mm F2.8 Zeiss Tessar . 34.50 + your F2.8 Tessar PS
50mm F1.9 Schneider Xenon 64.50 + your F2 Biotar PS
58mm F2 Zeiss Biotar .... 59.50 + your F2 Biotar PS
135mm F3.5 Xenar Steptmatic 89.50 + your 135mm lens
135mm F2.8 Steinheil Quinar 117.50 + your 135mm lens

All lenses traded for the new Automatic Lenses

MORE LOW COST TRADES

Alpa 7	118.50	+your Exakta VX
Alpa 7	128.50	+your Leica IIIF
Alpa 7	117.50	+your Contax IIIA
Contaflex II	59.50	+your Contaflex I
Contaflex II	64.50	+your Retina IIA
Konica III	39.50	+your Argus C-4
Konica III	27.00	+your Retina IIa
Nikon S-2	148.50	+your Retina IIIC
Nikon S-2	137.50	+your Prominent
Nikon S-2	138.50	+your Contaflex
Nikon S-2	59.50	+your Leica IIIF
Nikon S-2	59.50	+your Contax IIIA
Exakta "66"	69.50	+your Rollei 2.8c
Exakta "66"	128.50	+your Rollei MX
Leica IIIF S.T.	49.50	+your IIIF Red dial
Leica IIIF	59.50	+your Leica IIIC
Leica M3	119.50	+your Leica IIIF
Leica M3	99.50	+your Exakta VX
Minox IIIS	49.50	+your Minox III

SAVE A BUCK DEPT.

Contax D, F2.8 preset Tessar	$ 69.59
Contessa, F2.8 Tessar	68.50
Contaflex II, F2.8 Auto Tessar	99.50
Prominent, F1.5 Nokton	137.50
Exakta I, F3.5 lens	49.50
Exakta II, F2.8 lens	64.50
Exakta V, F2 Xenon	99.50
Exakta VX, F2 Biotar	139.50
Argus C3 F3.5 lens	26.75
Bolsey "C" Reflex, F3.2 lens	28.50
Minox III, F3.5 lens	67.50
Retina IIA, F2 Xenon	64.50
Rolleiflex MX, F3.5 Tessar	99.50
Rolleicord IV, F3.5 Xenar	62.50
Contax III, F2 lens	88.50
Contax IIA body, Synch	79.50
Contax IIIA, F2 ctd. Sonnar	169.50
Nikon S1, F1.4 Nikkor	148.50
100mm F3.5 p.s. Short Mount lens	17.25
Folding Bellows	11.50
B & H Robomatic	105.00
Graphic "35" F2.8	57.50
B & H 200 EE	199.50
B & H 240-A, F2.5 lens	118.50
B & H Monterey Turret	69.50
Yashicamat	48.50

LENSES

for EXAKTA, CONTAX D, PRAKTICA FX, PRAKTIFLEX, CONSOL, PENTACON, HEXACON

ANGENIEUX	List Price	Our Price
f/3.5, 28-mm.	$120.00	$ 82.50
f/2.5, 35-mm.	99.50	67.50
f/1.8, 90-mm.	149.50	103.00
f/2.5, 90-mm.	94.50	61.95
f/2.5, 135-mm.	179.50	123.60
f/3.5, 135-mm.	89.50	61.00
ZEISS		
f/2.8, 35-mm. Flektagon Auto	149.95	103.00
f/2. , 58-mm. Biotar Autom.	165.00	104.50
f/2.8, 50-mm. Tessar, Auto.	100.00	67.50
f/2.8, 180-mm. Sonnar P.S.	395.00	217.50
KILFITT (Used)		
f/3.5, 40-mm. Macrokilar E	89.95	61.75
f/3.5, 40-mm. Macrokilar D	114.95	79.95
f/2.8, 90-mm. Macrokilar	269.95	187.50
SCHNEIDER Automatic		
f/1.9, 50-mm. Xenon	169.50	107.00
f/3.5, 135-mm. Xenar	144.50	103.50

BRAND NEW 1957 AUTOMATIC
Pentacon outfit

REG. 413.70 **now 159.50**

HERE'S WHAT YOU GET!

- 1957 Automatic Pentacon
- 50mm F2.8 Automatic Westenar Lens
- Prismatic Viewfinder
- Strobe & Bulb Synchronization
- 100mm F4.5 Pentacon Telephoto Lens
- Extension Tube Set for Close-ups
- Pentacon B.C. Flashgun
- Leather Case
- Free Exposure Meter

F2 Automatic Westagon or 58mm F2 Zeiss Biotar p. s. instead of Westenar, add $19.50

"WORLD'S FINEST OPTICS"
BRAND NEW HI-SPEED
Soligor 135mm F2.8 PRE-SET LENS

FOR EXAKTA, EXA, PENTACON, CONTAX S & D, PRAKTICA

REG. 89.95 **now 47.50**

SPECIAL $20 allowance for any lens in trade against above

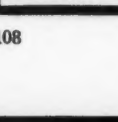
	Reg.	Spec.
135mm f3.5 pre-set	$69.95	$34.50
DeLuxe plush-lined case		$6.50

- Top quality, high speed lens
- True telephoto; extremely sharp
- Highly color corrected
- Hard coated on all surfaces
- New chrome and anodized mount

	Reg.	Spec.
135mm f4.5 for Argus C-3	$49.95	$34.50

SOLIGOR HI-SPEED MOVIE LENSES

	Reg.	Spec.
8mm 1½" F1.0 Tele	$99.95	$69.50
8mm 1½" F1.4 TELE	49.95	34.95
8mm 1½" F1.9 TELE	38.95	27.50
6½mm F1.9 Focusing W.A.	49.95	34.95
7½mm F1.5 Focusing W.A.	69.95	48.95
16mm 3" F1.5	99.95	69.50



BRAND NEW LATEST 1957
Aires IIIL

69.50

• F1.9 Ultra Speed Lens • Speeds ½-1/500 Sec. • Rapid Film Wind • MX Synchronization • Brilliant Viewfinder • Focus 20" to Infinity

No Trade Needed

Penta-Prism
RANGEFINDER

For Exakta and Exa cameras. With rangefinder glass and leather case.

Reg. $85.00
BRAND NEW **22.50**

Rangefinder Insert Alone $8.75

offers such King-size Trade-ins!

WALL STREET'S generous "trade-in" policy benefits YOU!

We are TRADE-IN specialists! Your present equipment has $$$$$ value here! Trade it in for these latest PRAKTINA-PRAKTICA cameras and equipment at a small cash outlay. Trade-ins are our business—we guarantee you full value. WE NEED YOUR PRESENT EQUIPMENT—YOU NEED THE NEWEST 1957 MODELS. See NOW how the WALL STREET CAMERA EXCHANGE trade-in system works! Send your order today!

LOOK AT THESE EXAMPLES OF OUR KING-SIZE TRADES

FULLY AUTOMATIC 1957

Praktina FX

with Auto F1.9 Quinon & F2 Biotar Lenses

- Internal automatic diaphragm Lens Control
- Interchangeable 3-way focusing finder system
- Speeds 1-1/1000 Sec.
- Interchangeable Lenses
- Full MX Synchronization
- Self Timer

with 50mm f1.9 Auto Quinon $299.50
with 58mm f2. C.Z. Jena Biotar $297.50
with 50mm f2.8 C.Z. Jena Tessar $239.50

Alpa 7	up to $250.00
Ansco Karomat	up to 90.00
Argus C3	up to 35.00
Argus C4	up to 50.00
Bolsey C22	up to 50.00
Canon IVS8-2	up to 150.00
Contax D	up to 100.00
Contax II	up to 100.00
Contax IIA	up to 180.00
Contax IIIA	up to 220.00
Contaflex	up to 120.00
Contessa	up to 80.00
Exa	up to 70.00
Exakta I	up to 65.00
Exakta II	up to 90.00
Exakta V	up to 140.00
Exakta VX	up to 220.00
Graphic 35	up to 45.00
Kodak Retina IIA	up to 75.00
Kodak Retina IIC	up to 100.00
Kodak 35	up to 40.00
Konica	up to 75.00
Leica IIIC	up to 100.00
Leica IIIF	up to 180.00
Leica M3	up to 250.00
Mercury II	up to 35.00
Minox III	up to 85.00
Nikon S	up to 140.00
Nikon S2	up to 225.00
Pentacon	up to 120.00
Praktica FX	up to 60.00
Prominent	up to 150.00
Ciroflex	up to 45.00
Ikoflex IIA	up to 85.00
Kodak Reflex	up to 65.00
Rolleicord V	up to 95.00
Auto Rolleiflex, 3.5	up to 140.00
Auto Rolleiflex, 2.8	up to 175.00
Graflex Super D	up to 160.00
Hasselblad 1000	up to 225.00

LATEST FULLY AUTOMATIC

Praktica FX-3

with Auto f2.8 Tessar & f2.8 Westanar Lenses

- Internal automatic diaphragm Lens Control
- Through-the-lens reflex focusing
- Interchangeable Lenses
- Focal plane shutter
- Speeds 1/2-1/500 Sec.
- Internal Flash Synchronization
- Direct-Vision Sportsfinder

with 50mm. f2.8 C.Z. Jena Tessar $179.50
with 50mm. f2.8 Westanar $149.50
with 50mm. f2.8 Jena Tessar or 58mm. f1.9 Meyer Gorlitz Primoplan $139.50

MICROSCOPIC EYEPIECE

Provides additional six-power magnification for sharp focus in photomicrography, macro and microphotography. Correction adjustment permits eyeglass wearers to use camera without their glasses $30.00

EXTENSION TUBE SETS

For macro and microphotography, from life-size to more than 10-time magnification, permitting attachment of lens in reversed positions. ---------- $12.00

RAPID SEQUENCE SPRING MOTOR

Ten photographs in rapid succession—with a single winding of this powerful spring motor. Great for sequence, sport shots, time and motion studies, etc. $69.50

BELLOWS EXTENSION UNIT

An exceptional macro-photography aid. Accommodates extension tubes and all lenses, including long focal lengths. Sturdy design, double-tracked. Equipped with knurled focusing knobs, separate tripod socket. $59.50

50' BULK-FILM MAGAZINE

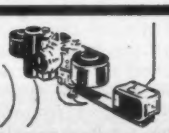
Can be used alone, or in conjunction with the Electric Motor or Rapid-Sequence Spring Motor to permit taking 420 successive frames without reloading. Can be loaded in daylight. Particularly useful for recording and microfilming work. ---------- $69.50

LENSES and ACCESSORIES for PRAKTINA FX and PRAKTICA FX-3

35mm f2.8 C.Z. Jena Flektagon w.a.	$149.50
40mm f4.5 C.Z. Jena Tessar	85.00
40mm f3.5 Steinheil Cassaron w.a.	54.50
75mm f1.5 C.Z. Jena Biotar, p.s.	216.50
75mm f1.9 Meyer Gorlitz Primoplan, p.s.	135.00
80mm f2.8 C.Z. Jena Biometer, p.s.	120.00
85mm f2.8 Steinheil Culminar	69.50
100mm f2.8 Meyer Gorlitz Trioplan, p.s.	75.00
135mm f2.8 Steinheil Quinar, p.s.	149.50
135mm f3.5 Meyer Gorlitz Primotar	99.50
135mm f3.5 Schacht Travenar, trigger release, p.s.	93.00
135mm f4.0 C.Z. Jena Triotar, p.s.	85.00
135mm f4.5 Schacht Travegon	53.00
135mm f4.5 Steinheil Culminar	69.50
150mm f5.5 Meyer Gorlitz Telemegor	55.95
180mm f5.5 Meyer Gorlitz Telemegor	83.95
200mm f4.5 Steinheil Quinar p.s. w/sunshade & leather case	149.50
250mm f5.5 Meyer Gorlitz Telemegor	132.15
400mm f5.5 Meyer Gorlitz Telemegor	199.50
Prismatic Eye-Level Viewfinder for Praktica	29.95
Extension Bellows	34.50
105mm f4.5 special Steinheil lens for Extension Bellows	31.50
Leather case and carrying strap	12.00
Waist-Level Reflex Viewfinder	20.00
Flash Unit, B-C type	15.50
Microscopic Eyepiece	30.00
Neckstrap, flexible metal	3.50

FREE All lenses and accessories on your old camera exchanged for equal quality lenses at no charge. FREE

NEW! AMAZING! RADIO OPERATED PRAKTINA FX



Take remote control pictures from up to a mile away!

Send for full details

"The CAMERA TRADE-IN MART OF THE NATION"

WALL ST. Camera Exch. 80 WALL ST., N. Y. 5 Phone: HAnover 2-8060-61

"SHOP AND SWAP CAMERA CENTER"

WALL ST. CAMERA EXCH.
80 Wall St., New York 5, N. Y.
Dept. M107
Phone: HAnover 2-8060

☐ I WANT TO BUY. Rush full details on.....

☐ I WANT TO TRADE. Rush best offer for my.....

NAME .....
ADDRESS .....
CITY..... ZONE..... STATE.....

☐ Send free copy of Wall Street Camera News!

All our merchandise fully guaranteed 1 year. 20 day return privilege.

I use a
Megalume 3
with my
POLAROID® 95a

WRITE DEPT. MP-2
FOR YOUR FREE
DESCRIPTIVE FOLDER

NEMS-CLARKE
Incorporated
919 JESUP-BLAIR DRIVE
SILVER SPRING
MARYLAND

What's Ahead?

by LLOYD E. VARDEN

Definitions of optical terms are convenient for linguistic purposes—but beware! They can lead to false understandings in photographic practice.

For this special "lens" issue of MODERN PHOTOGRAPHY the editors requested me to discuss the true definitions of the optical terms most frequently used in practical photography. I think, however, it's time that photographers begin to consider more fundamental issues. We can do this best, I believe, by questioning the factual foundation of optical definitions. This won't make any photographer richer —in terms of money—but it might help to brush away some of the cobwebs that now confuse the mental picture one gets when trying to make the definitions comply with practice.

Words, words, words

One nearly always has a high respect for definitions. We tend to believe that by reading definitions over and over, until we know them by heart, we understand what the subject is all about. When we find that a particular definition does not appear to apply in practice, we "learn" why by memorizing more definitions. For example, beginner's texts in photography define the focal length of a lens along the following lines: focal length is the distance from the node of emergence to the plane of sharp focus when objects are at infinity. We then read about "node of emergence" and find that its position with respect to the lens components or lens barrel can vary considerably from one type lens to another. Thus, we cannot measure focal length with a ruler, even as a first approximation, without knowing the plane in which the node of emergence is situated.

Later on in our photographic experience we find that the focal length of a lens varies according to the wave length or "color" of the light being used. This phenomenon is defined as chromatic aberration, and we learn that in the earlier years of photography this lens fault was extremely troublesome because the visual focus of a lens did not correspond to its photographic focus. Films in those days were mostly blue sensitive, whereas the eye is predominantly green sensitive. Therefore, photographers shifted the ground glass position slightly after focusing visually because experience taught them that sharper results could be obtained in this way. It was a sort of hit-and-miss procedure, though. Today, of course, most films have panchromatic sensitivity and lenses are said to be corrected for chromatic aberration. Consequently, the visual focus is supposed to correspond with the photographic focus.

But in recent years the visual versus effective photographic focus has cropped up in a different way. We are advised by authorities that two lenses which show the same ability to resolve so many lines per millimeter when focused visually on a resolution target may not produce equally sharp pictures. This had been observed many years ago, but only in the past several years have systematic studies of the effect been made.

Now we could continue to poke holes in the aforementioned definition of focal length as far as its meaning in photography is concerned. The definition may have value to those engaged in optics, as such (optical designers have more formal definitions of focal length than the one I have given), but it is of little value to a photographer. It is just a group of words that sounds all right, until taken apart. Now you may object by arguing that I have said more about "focus" than "focal length". However, if you re-read the definition you will see that unless focus can be pinned down, focal length can't be either.

It appears to me that in putting a group of words together to form a definition it would be better to avoid words that cannot be uniquely defined themselves or which require extensive qualification. Since the term "focal length" as applied in photography is so intimately bound to the photographic process, why should we attempt to make its *optical* definition meet the needs of photography? Even its optical definition must embody qualifications to be meaningful, i. e., the wave length of the light has to be specified, the position (for measurement) in the focal plane known, etc. But these restrictive qualifications, regardless of the ease in which they can be introduced in optical measurements, are inapplicable in photography, except in rare instances. And when you consider the photographic aspects on top of the optical restrictions, the present definition of focal length is inadequate for photography.

(Continued on page 114)

What is the difference between one camera dealer and another?

They both sell you! So what's the difference? They possibly differ in service, price, information and in delivery. It's really not our place to compare ourselves, but it is your job to do so! Our camera technologists will give you a written unbiased report on anything photographic free! —whether it's a baby Brownie or a Leica. Free advice, speedy delivery, unbeatable low prices and a two year no charge guarantee. Won't you write us and see for yourself? Remember the axiom which is "A bargain is never a bargain unless you're completely satisfied."

Spec. BRAND NEW
Above with Eng. import. certif.

New Retina IIIC, with case.....**118.95**

Retina IIC w/case **$87.50**

AIREQUIPT MAGS	New	Our Price
	$2.25	$1.48
Trays for Viewlex Changer	1.50	.42
Trays for Revere Automatic Proj.	1.45	.49
Trays for TDC Economy	1.00	.49
Case (holds 30 Airequipt mags)	15.95	7.49
Case (holds 12 Airequipt mags)	9.50	3.95
Case (holds 12 Revere mags)	11.95	5.49
Case (holds 30—8" LaBelle trays)	15.95	7.95
Case (holds 24 trays for Revere, TDC, Airequipt, Viewlex)	13.95	6.87

8mm & 16mm Lens Bargains

Focusing in Black Anodized Chrome mounts. (Standard "D" for 8mm. Standard "C" for 16mm) All click stops, color corrected. Built-in filter retaining rings. 100% guaranteed. Full satisfaction or money refunded in 20 days. No one could offer this value for less money. In B&H 8mm write for prices.

8mm		
1½" f/1.2 foc.	$89.50	$53.70
1½" f/1.9 foc. tele	38.75	12.95
6.5mm f/1.9 foc. W/A	44.50	19.95
1½" f/3.5 FF (Chrome)	19.95	6.25
1½" f/1.4 foc. tele	69.50	19.95
16mm		
15mm f/1.9 foc. W/A	59.95	32.50
13mm f/1.5 foc. W/A	89.50	46.50
3" f/1.9 foc. Tele.	59.95	26.95
3" f/1.5 foc. Tele.	89.50	46.50

BRAND-NEW for Leica Fans

135mm f/3.5 Telephoto lens, RFDR. Coupled, four elements in black anodized mts. List $79.50 Sale NEW ..**$49.92**

Same for Leica M-3.....$59.92

High-speed Tele lens
(for Exakta, Pentacon, Practica, etc.)
135mm f/2.8 Pre-set. List $89.95. Sale.....NEW **$43.95**

Retina Curtar 35mm f3.6	62.50	41.48
Retina Longar 80mm f4	82.50	52.97
Retina Close-up kit, B	43.50	33.79
Retina 35-80 Finder	17.50	13.43
Retina 50-80 Finder	8.75	7.28

Our Selected Buy Just For You!

We are not permitted to advertise the name.

Specifications
- F2.8 color corrected lens
- Bright luminous frame
- Coupled Rangefdr., built in sync.
- Rapid wind, single stroke autom.
- Flash sync.
- 1 sec. to 1/300

List 69.50
Case, leather, chrome trim List 12.50
Complete, new w/case **44.50**
Limited Offer

University Camera "Buys"*

	List	Sale New
Soligor 66 F3.5	99.50	68.50
Konica III S F2	124.50	83.50
Contaflex III	176.00	109.50
Contaflex IV	199.50	129.25
Richo 500 F2.8	69.50	49.50
Minolta A2	69.50	49.50
Yashica A w/case	35.95	23.50
Yashica C w/case	54.95	36.95
Yashica LM w/case	69.95	46.50
Yashica Auto w/case	86.50	61.75
Retina IIa F2 Xenon L.N.	164.50	79.50
Graphic 35 F2.8, case, Fl.	99.50	67.70
Leica 3F F2 Sumcrn LN	313.00	209.50
Lordomat F2.8 *	99.50	57.50
Samoca F3.5	29.95	21.75
Kalimar S F2.8	44.50	31.50
Robot "36" F1.9	329.95	247.50

* Your equipment in trade, write.

SLIDE PROJECTORS

KODAK 300 PROJECTOR (NEW)

List 74.50 with Airequipt changer. Spec. **53.92**

List 64.50 with Readymatic changer. Spec. **46.92**

Brand New Immediate delivery.		
Argus 300 W Auto Changer case	62.50	45.95
Argus 300 W, Blower	39.50	28.50
Graflex Constellation, 500 W Auto Slide Timer	99.75	73.50
Graflex Constellation 500 W Auto Changer	89.75	67.50
TDC Streamliner 500 Selectron & CC	89.50	68.00
B&H Robomatic, Timer w/c	149.50	111.00
TDC Stereo Proj. (500)	149.50	111.00
TDC Stereo Proj. Viewer	144.50	107.00
TDC Duo 500 Proj.	84.50	62.00
TDC Mdl. D Selectron & CC	79.50	58.95
TDC Duo 300 Projector	67.50	50.00
Kodak Signet 500, Auto	87.50	64.50
TDC Headliner 303, Selectron & Case	59.50	43.50
Viewlex Powermatic, 500 W case, 6 trays LN	119.50	88.00
Viewlex Projectomatic, case, 6 trays LN	79.50	58.50
Brumberger 500 W 2¼ Square, Auto changer	84.45	62.50
Brumberger 2¼ Square with Auto Changer, 300 W	74.95	56.00
Brumberger Riviera 2¼ Square 300 W	59.50	38.50
Brumberger Rocket Auto 300 W	59.50	38.50
A.O. 500 W Auto	74.50	55.50
A.O. 300 W Auto	60.50	45.50

Mohawk Midgetape Pocket Recorder

Battery operated 3⅞" in width, 8½" in length, lightweight. 1 hour recording. A must for business execs., sales managers, reporters, radio, TV, on-the-spot interviews, insurance investigators, etc. Free Literature.

Trade-ins accepted.
List $249.50
SPECIAL L.N. **$152.70**
incl. bat. mike, earphone & tape.
Send for free Brochure.

Bolsey Bargains

Sale Brand New

Jubilee Set-O-Matic Threesome (case, fl.)	79.50	47.50
Bolsey B-2 Kit (case, fl.)	66.50	38.95
Bolsey C-22 Reflex 35mm	99.50	59.95

"Pinch Penny" Buys

Some NEW Some USED

	List	Our Price
Korelle Reflex Schneider f/2.9 used		$ 47.50
16mm Keystone A-9 w/f2.5 L.N.		47.50
16mm Pathe w/f1.1 New	$541.00	324.00
Argus C-3 Outfit L.N.	69.50	32.50
Medalist II f/3.5 Ektar L.N. w/access & back		109.50
Diax IIa w/f3.5 lens L.N.	99.50	67.50
Robot Royal f/2.8 Xenar L.N.		129.50
Kodak 35 RF w/f3.5 L.N.		29.95
Zeiss Ikonta III SPECIAL	106.50	63.00
Kodak 2¼x2¼ Reflex f/3.5 L.N.	155.00	49.95
Soligor Reflex Semi-Auto NEW		42.50
Super Ikonta B sync. RF Spec. L.N.		59.50
Used 16mm Zoom Lens 20mm to 70mm		199.50
Rolleiflex f/3.5 Tessar coated		63.00
Edina Kit, 35mm f/3.5, case, fl NEW	59.95	32.00
Kodak Royal 16mm f/1.9 DEMO	167.50	99.50
Revere 40 Mag. f/1.9 L.N.	147.50	79.95
Keystone BEL-AIR Mag. f/2.5	89.95	53.97
Keystone 45 f/2.5 Tur.	139.50	83.00
Exakta Varex f/2.0 Biotar		79.95
Edixa Reflex f/2.8 Auto-West. NEW	345.00	149.50
Nicca "F" f3.5 Elmar		59.95
Leica IIIc w/f2.0		109.00
Leica IIIf w/f2.0 Sumitar L.N.		129.50
Tanack IV-S w/f2.0 NEW		99.50

DARKROOM ACCESSORIES

BRAND NEW

	List	Sale
Yankee Lordomat 20 Tank	10.95	7.30
Yankee 4x5 Utility Tank	2.95	2.10
Yankee 4x5 Agitank cut film	8.95	6.95
Yankee Safe lite w/3 Filters	4.95	3.89
Airequipt 4 Way Fixed Easel	8.07	5.65
Airequipt Dialmaster Easel 11x14	17.06	11.95
Airequipt Photobrat 4x5 Printer	14.34	9.95
Airequipt Jr. Printer 4x5	10.77	7.55
Brumberger 5x7 Adj Metal Printer	22.00	14.95
Brumberger 5x7 Safe Lite OA	5.95	4.35
Brumberger 8x10 Paper Safe	10.95	7.80
Brumberger 11x14 Paper Safe	19.95	13.39
Fedco Focus Rite Enlarging Aid	2.25	1.75
Fedco No. 100 Dryer 111/2 x15	9.95	6.75
Gra Lab #168 Luminous Timer	24.95	17.21
Premier A2 Roto Dryer 24x28"	49.95	33.95
Premier A1 Roto Dryer 12x29"	27.50	18.95
Staticmaster 1" Brush	4.95	3.50
Spot-O-Matic Enlarging Meter	15.00	10.97
Nikor 35mm Tank single reel	8.95	6.75
Nikor 120-620 Tank w/Reel	9.95	7.49
Nikor 20 Exp. 35mm wide space reel	4.95	3.89
Nikor 36 Exp. 35mm wide space reel, or 620, 120, 127	4.95	3.89
Nikor #33 Tank with 2 35mm reels	12.95	10.77
Kodak Timer Minutes & Seconds	9.75	7.50
Kodak 35mm Day Load Tank	9.95	7.49
Morse G3 35.8 16mm Dev. Tank	34.00	26.75
Kodak Automatic Tray Siphon	4.95	3.79
Sun Ray 11x14 Metal Adj. Easel	7.75	5.49
Sun Ray 8x10 Metal Adj. Easel	5.50	3.95
Precise 11x14 Metal Adj. Easel	6.75	4.95
Carr Cut Film Hangers 4x5	.99	.69
6" all metal Trimmer	1.95	.98
Foot Switch, Kriser	8.50	6.45
BFI Chemicals 7 Minute Processing Kit	23.75	9.95
Arkay 16x20 Lordmaster Print Washer	89.50	66.95

EMEL C93A

- 5 speeds
- Lap Dissolve rewind
- Auto motor
- Lock Turret
- Trigger Button
- Zoom Finder
- Parallax Corr.
- Single Frame counter
- "D" mounts

List $199.50 Body only
Write for free lit. & Trades

35mm Futura SIII w/F1.5 Frilon

(6 element)

1 sec. to 1/500 compur MX. Self timer, fully interchangeable. Cpld. Rf.

List 227.50
Special **99.50**

BRAND NEW 1957 Pentacon

f/2.8 Auto Westnar lens	$121.00
f/2.0 Pre-set Zeiss Biotar	131.00
f/2.0 Auto Westagon lens	141.00
f/2.8 Auto with meter	149.50
Carrying Case	8.75

BRAND NEW LATEST MODEL

	List	Spec. New
8mm Proj. Brownie 300	$64.95	$47.70
Brownie 500	79.50	58.50

Photo-Electric EXPOSURE METER WITH BOOSTER

Complete ASA index. Lens stops F:1 to F:32, shutter speeds 30 sec. to 1/1000 sec. Complete with Booster, Leather case and Chain.

Reg. $12.95 **$6.75**

Premier Prof Titler M2	37.50	25.49
Access. Kit for M2	12.50	8.75
Title Set #673, 410 lett.	6.95	4.17
Opta-vue w/case 2x2	9.95	7.21
Marshall Oil Sets		
Student Set	2.95	2.37
Academy	5.40	4.19
Master	13.95	10.37
Aireq Auto Chgr.	14.95	10.95

KODAK CAMERAS

	New	Brand New
Pony 135C	35.50	28.00
Pony 135C Camera outfit	49.95	36.95
Pony 828	31.50	22.68
Signet 35	75.00	53.88
Signet 35 Camera outfit	91.45	66.45
Stereo Outfit	97.25	67.40
Stereo camera	84.50	62.55
Signet 40 w/flash	69.00	49.95

CINE KODAK MOVIE CAMERAS

8mm f2.7 Model 2 Brownie	29.95	22.36
8mm f1.9 Model 2 Brownie	46.50	34.25
8mm f1.9 Turret Brownie	79.50	58.70
Medallion f1.9 Mag.	106.50	79.95
B&H 134YA f1.9	169.95	129.25
B&H 252B f1.9	59.95	41.97
B&H 172B Mag. f2.5	134.95	109.33
B&H 172A Tur. f1.9	199.95	149.50
B&H Electric Eye 200 EE	299.95	229.50
B&H 200 EE Case	30.00	21.00
B&H 70 DR. f1.9	385.50	306.50
B&H 253 Proj.	79.95	57.50
B&H 253AR Reverse and still	99.50	69.95
122 LR Regent Reverse	179.95	127.50
122 Regent	149.50	114.50
16mm Diplomat B&H	299.95	214.50
B&H SD 388C	479.95	399.97
B&H 388I SD	59.95	31.00
B&H 302C Optic SD	734.00	569.50
B&H 302BI SD	814.00	622.88
Stereotone B&H tape	249.50	169.50
Stereo Proj-o-view	144.50	109.50
KODAK 8MM SHOWTIME	115.00	83.75

Exposure Meters New

	List	New Special
Norwood M2	32.50	16.95
DeJur Dual Pref	29.95	17.95
Sewi-Auto	29.95	17.95
Alpex Clipon	12.95	6.95
Alpex, w/c, chain	9.95	5.95
GE Guardian	34.50	24.95
GE Dynacel	7.95	5.92
GE PR1	32.50	19.90
Sekonic Leader	8.45	6.95
Sekonic Cell	3.95	2.95
Sekonic Clip-On	9.95	7.42

Accessories

8mm reel chest 400'	5.95	3.25
8mm reel chest 200'	3.95	2.65
8mm reel chest 300'	5.95	3.25
16mm reel chest 400'	5.95	3.45
2x2 slide file 300	2.95	1.98
2x2 Esco (20) Mts.	1.85	1.36
2x2 Esco (100) Mts.	8.25	5.95
Staticmaster 1"	4.95	3.87
Staticmaster 3"	12.95	7.97
Pen camel hair brush	1.50	.98
Pkg. lens tissue	.50	.29

TRIPODS on Special & Brand New

STAR D CONQUEST (elevating type)	21.00	12.99
Quickset Champ III	34.00	22.95
DELUXE TRIPOD CASE	5.95	1.98
Star D Cont Mark III	24.95	17.97

MODEL 2700 Superpod

Geared for quick action raising and lowering
Extra 90 Degree tilt on panhead
Ball Level on tripod
Ratchet to prevent camera from falling
Degree marks for vertical pictures
Adjustable camera screw

List $22.95 **$11.97** Case list 5.95 Special 1.95

NEW C. O. C. PROJECTION VIEWER

ONLY **$26.92** including Field-case

- Table Model for 2x2 Slides
- Self contained projection-viewing system
- 6x6" viewing area, opalescent screen built into case
- Smooth operating automatic changer
- Capacity 36 paper mounted 2x2 slides
- Focusing f3.5 projection lens
- Double condenser system, even illumination
- Metal case for maximum protection and portability
- Regular $37.95
- Field Case $2.92

University Camera STORES

761 BROADWAY, N.Y.3, N.Y.
9th St. & B'way — GR 5-2544
Include approximate postage, overage refunded

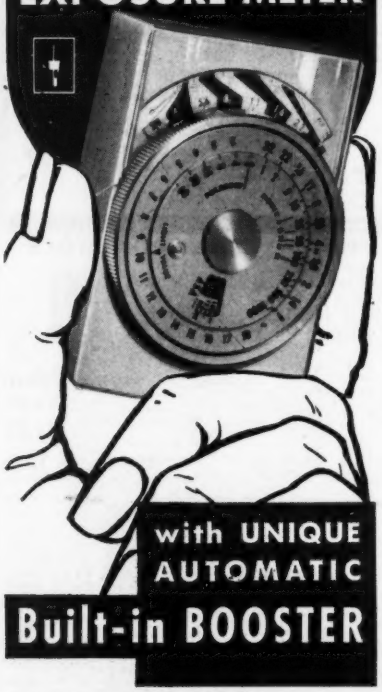
Orders under $5.00— 50¢ handling charge
SEND FOR FREE N-10 CATALOGUE

New ADVANCED

SEKONIC L-21

PHOTOELECTRIC

EXPOSURE METER



with UNIQUE AUTOMATIC

Built-in BOOSTER

For incident and reflected light readings. The *only* meter with automatic booster . . . two pointers that individually register for low level and high level illumination. The *only* meter that provides two scales for reading from front and reverse sides. Has the latest advancements in photoelectric cell, microammeter sensitivity and ruggedization. Accurately calibrated for ASA 6 to 6400, lens stops f/1 to f/32, Polaroid numbers, LVS, movie speeds, etc. Shutter speeds 60 secs to 1/1000th. Unconditionally guaranteed against mechanical defects.

Sensationally Priced at . . $14.95

Supplied with Leather Case, Neck Cord, Incident Light Attachment.

Write for free descriptive literature.

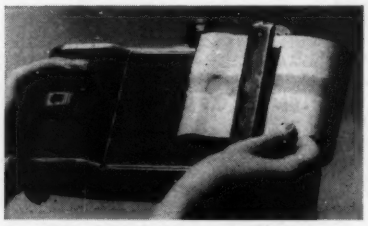
BROCKWAY CAMERA CORPORATION
1114 First Ave., New York 21, N. Y.
West, Alaska and Hawaii:
PONDER & BEST, INC.
814 No. Cole. Ave., Hollywood 38, Calif.
Canada: W. Carsen & Co., Ltd., Toronto
Servicing: Kanematsu-Sekonic Service Dept.
150 Broadway, New York 38, N. Y.

PICTURES in a MINUTE

by JOHN WOLBARST

A few easy handling tips to make life simpler for Polaroid Land camera users.

Anyone who uses the Polaroid camera quite a bit sometimes gets the sensation that another hand or two would be helpful. I know that from personal experience. So, I'm going to devote some columns to showing how to avoid that awkward feeling of having one hand too few, or several thumbs too many. This month, let's look at the business of tearing off the discarded negative papers dangling from the tab slot; also straightening, coating, and protecting prints, particularly outdoors.



1. With camera in firm left-hand grip, pass "shirttail" *under* cutter bar.

When tearing off the negative "shirttail," most people find it convenient, if not absolutely necessary, to set the camera down on its side, on a firm surface. This permits them to hold the cutter bar down firmly with one hand while tearing off the paper with an upward movement of the other hand.

Of course, it's possible to shift hand grips so that the left hand holds the camera and also presses down on the cutter bar, but I've seen some pretty fancy juggling with this approach, especially on the part of not-so-strong-fisted females. So, I favor the technique shown in *photos 1 and 2*. Incidentally, there's no such problem with the Model 80 and 80A Highlanders—the cutter bar latches down firmly, so you don't have to hold it in place.

At home, or in other familiar surroundings, uncurling, coating, and protecting prints is pretty much a simple, one-two-three operation. Outdoors, or in strange places, this can present quite a problem.

In *photo 3* you can see how to use a car window for print straightening. Be careful not to bend the print too sharply—this can crack the picture surface, and some particularly energetic people find themselves with two halves which, when fitted carefully together, almost make one picture.

Lots of surfaces which seem smooth enough to use for straightening prints

2. Pull down on paper so cutter bar jams it against camera—then rip.

are actually too rough, or may be curved. Avoid these, as they'll wrinkle or damage your print. The edge of a folded film box (folded as in *photo 5*) is good for print straightening, if you have a helper to hold it for you.

After straightening, next step is coating. It's always a good idea to have a piece of clean paper under the print when coating. Then the coater is protected from picking up grit, lint,

3. Car window edge is convenient for straightening prints.

etc., which is likely to be found on strange surfaces. Also, if you're visiting indoors, this can save your host's genuine walnut from a smearing. Where do you find a ready supply of clean paper? No problem at all. I simply let the shirttail grow to two-negative length, rip it off, fold it double with the negatives *inside* and use this, as in *photo 4*. Works like a charm and always available.

Although immediate print coating is practically a by-law of Polaroid camera operation, once in awhile it's a good idea not to coat immediately. For example, if you're out on a windy day, with dust blowing all around, you'll coat a nice layer of grit into the print. Thing to do is to protect the delicate

(Continued on page 114)

EXCLUSIVE! DIRECT FACTORY IMPORT!
Latest German-Imported! Brand New!

HEXACON '35' Single Lens Reflex

With f2.8 Coated Pre-Set Lens!

~~$229.80~~ **69.95**

- Synch for Flash and Strobe
- Shutter Speeds 1 to 1/1000 Sec.
- Built in Self-Timer
- Interchangeable Lenses

Other Smash Hexacon Reflex Savings:

With f2.8 Coated Pre-Set Tessar	299.75	89.95
With f1.9 Coated Pre-Set Meyer	299.75	89.95
With f2 Coated Pre-Set C.Z. Jena	259.00	98.95

Our Exclusive Purchase Saves You $30!
BRAND NEW! FAMOUS-NAME IMPORT!

2¼x2¼ Twin-Lens AUTO REFLEX

With Automatic Transport & MFX Synch.
List $59.95

NOW ONLY **29.95**

- Speeds from 1 sec. to 1/300 sec.
- Sharp 80mm f3.5 ctd. lenses
- Built-in Self-Timer
- Double Exp. Prevention
- Bayonet Mts.

SPECIAL OFFER! SAVE $54.55! LIKE NEW!

KALLOFLEX REFLEX

with 1-hand full auto. action

List $119.80 NOW ONLY — **64.95** Used

- FULX Synch
- Sharp f3.5 ctd. lens
- Speeds to 1/300
- Bayonet Mount

SPECIAL BUY! SAVE $18.00! BRAND NEW!

DeJur 'BABYBLITZ'

Speedlight With Bracket and Synch Cordl

List $38.95! NOW ONLY — **21.95**

- Complete with Pak
- 3-Sec. Recycle
- Color Guide: 60-65

SAVE $35.90 OFF REGULAR LIST! BRAND NEW!

KODAK BANTAM-RF

WITH FAST f3.9 COATED BKTANON LENS!

Orig. List $99.75! **23.95**

- Coupled RF
- Built In Flash Synch.
- Uses 828 Roll Film
- Speeds to 1/300

EXCLUSIVE! BRAND NEW! IMPORTED, PRISM

Hambletonian Binoculars

With Leather Case & Strapsl

6x30. I.F.	Now Only 13.49
6x30. C.F.	Now Only 15.49
6x30. I.F.	Now Only 14.98
7x50. C.F.	Now Only 21.49
10x50. C.F.	Now Only 24.49
20x50. C.F.	Now Only 29.95

7 x 50 Ind. Focus **19.49**

Add 10% F.E. Tax to Binoculars

EXCLUSIVE! DIRECT FACTORY PURCHASE!
You'll Recognize These World-Famous $300 Features!

TANACK 35mm

With 6-Element, 50mm f2 Hard-Coated Lens!

BRAND NEW! **104.95**

- Full Synch
- Cpl. RF
- Speeds to 1/500
- Auto Transport
- Dbl. Exp. Prev.
- Inter. Lenses

EXCLUSIVE BUY! SAVE $29.05! BRAND NEW!

Testrite '711' Enlarger

Latest Model! With 3½" f4.5 Coated Lens!

List $59.00 NOW ONLY — **29.95**

- For 35mm to 2¼x3¼" Negatives
- Red Filter
- Adjustable Copy Arm

PEERLESS SPECIAL BUY! SAVE $41.00! USED.

ARGUS C-3 35mm OUTFIT

35mm Camera • Carrying Case • Flashgun

List $69.50! NOW ONLY — **28.50**

- f3.5 Coated Lens
- Built-in Synch.
- Coupled RF
- Speeds to 1/300

SPECIAL VALUE! SAVE $29.05! BRAND NEW!

B & H-TDC 'Showpak'

2x2 Slide Projector With DeLuxe Case and Semimatic Changer

List $61.00 ONLY — **31.95**

- 300-Watt Lamp
- Blower Cooled

PRICES SLASHED ON BRAND NEW, FAMOUS

EXPOSURE METERS

NORWOOD Color-Matic **16.95** List $32.95!

Other Brand New Meter Buys!

WESTON MASTER II
List Price $33.50. Only 18.75

NORWOOD NR-2
List Price $16.95. Only 5.95

Don't Miss Out! Order Today!

BONUS STAMPS FROM PEERLESS

WORLD'S GREATEST CAMERA STORE!

SPECIAL DISCOUNTS

listed on every STAMP reflect BONUS SAVINGS off PEERLESS' Normal Low Prices!

Send stamps or Order by Number

10% DOWN BUYS ANYTHING ON THIS PAGE

SPECIAL BUY! SAVE $62.35! BRAND NEW!

KIN-DAR Stereo Camera

With Coupled RF and f3.5 Coated Lenses!

List $99.90! NOW ONLY — **36.95**

- Synchronized For Flash and Strobe
- Automatic Shutter Cocking
- Rapid Rewind Crank

EXCLUSIVE BUY! SAVE $69.55! BRAND NEW!

PEERTONE Tape Recorder

Complete with Microphone and Carry Case!

List $139.50! NOW ONLY — **69.95**

- Hi-Fi
- Two-Speeds
- Dual-Track
- Input & Output Jacks
- Fast Rewind

SPECIAL VALUE! SAVE $145.95! BRAND NEW

4x5 Graphic Press Outfit

Pacemaker Crown with 135mm f4.7 Coated!

List $292.45! NOW ONLY — **146.50**

- Synch. Shutter
- Speeds to 1/400
- RF
- Graphic Back
- Optical VF
- Disc.

PEERLESS SPECIAL! LIKE NEW! LATEST!

ZEISS CONTAFLEX III

With f2.8 Coated Automatic Tessar Lens! Changeable Component Lenses! MVX-Synl

List $170.00! NOW ONLY — **98.75**

- Shutter Speeds to 1/500 Sec.
- Delayed-Action Self-Timer

PEERLESS SPECIAL VALUE! BRAND NEW!

35mm SUPER BALDINA

WITH SUPER-FAST f2.8 COATED LENS!

Fantastic Low Price! Only **39.95**

- Synchronized for Flash and Strobe
- Speeds to 1/300
- Coupled RF

SPECIAL BUY! SAVE $36.00! LIKE NEW!

35mm Minolta 'A' Camera

With Coupled RF and f3.5 Coated Lens!

List $40.95! NOW ONLY — **23.95**

- Full Flash Synchronization
- Speeds to 1/300
- Auto. Cocking

SPECIAL VALUE! SAVE $44.55! BRAND NEW!

La BELLE-55 Projector

For 35mm—2x2 Slides!

List $94.95! NOW ONLY — **49.95**

- 500-W. Lamp
- Blower Cooling
- Automatic Changer
- 6-Magazines

SPECIAL OFFER! SAVE $56.90! LIKE NEW!

KEYSTONE K-38 Outfit

8mm MOVIE CAMERA WITH THREE LENSES!

Lists $131.80! NOW ONLY — **74.95**

- ½" f2.5 Ctd. Lens
- 1½" f3.5 Ctd. Tele
- 7mm f2.5 Ctd. W.A.

PEERLESS SPECIAL BUY! SAVE $58.75! LIKE NEW!

POLAROID '95' Camera

With Built-in Synch. & Coated Lens!

List Price $68.75! Slashed to Only **31.00**

- Single-Dial Lens and Shutter Setting
- Optical VF
- Takes 3¼"x4¼" Prints

We Imported Complete Factory Output
SAVE $34.00! BRAND NEW! LATEST MODEL!

35 mm CLASSIC-II

- Camera With Needle-Sharp f3.5 Coated Lens
- DeLuxe Carrying Case
- Fan-Fold Flashgun

VALUE $51.95! **17.95**

- Built-in Flash Synch
- Speeds to 1/200 Sec.
- Rapid-Wind Lever
- Double Exp. Prevention

SPECIAL BUY! SAVE $22.00! BRAND NEW!

LaBelle 'Showman' Projector

FOR 2x2! AUTOMATIC CHANGER!

List $99.95! NOW ONLY — **37.95**

- 300-Watt Lamp
- Blower Cooling
- 5" f4 Ctd. Lens
- Positive Tilt

PEERLESS CAMERA

415 LEXINGTON AVE.
NEW YORK 17, NEW YORK
MUrray Hill 7-1000

MONEY-BACK GUARANTEE!

All Items Offered Subject to Prior Sale! The Supply of Some Items is Limited. Since Orders Are Filled in Sequence, Rush Your Mail Order in Today! Worthy Substitutions May Be Made, Unless We are Advised to the Contrary! 10 Days Free Trial. 1 Full Year of Service! Add Estimated Shipping Costs. We'll Refund Every Cent Not Used! If you prefer C.O.D. Send 10% Deposit. Contents Of Ads Copyrighted! Prices Subject To Change Without Notice! Peerless Offers Highest Trade-in Allowances On Your Present Equipment!

PEERLESS' 1957 CATALOG

32 Value-Packed Pages! Completely Illustrated! Every Famous Make and Model, Plus Tape Recorders, Binoculars and Audio Visual Equipment!

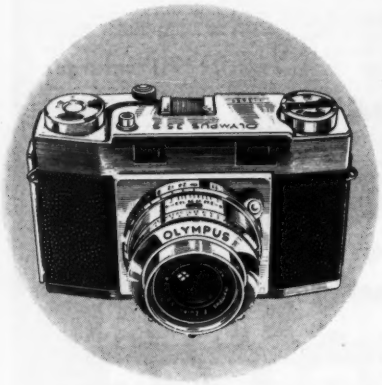
10c Per Copy! You Get 25c Back on 1st Purchase!

MAIL COUPON NOW! ENCLOSE "STAMP" OR ORDER BY NUMBER!

Peerless Camera Stores
415 LEXINGTON AVE., NEW YORK 17, N. Y.
Dept. M10

☐ I WANT TO BUY_____
☐ STAMP NO._____
☐ I WANT TO TRADE_____
☐ Send Giant Catalog. Enclosed find 10¢
Cash ☐ M.O. ☐ C.O.D. ☐
☐ Time Payment. 10% Down Enclosed.
NAME_____
ADDRESS_____
CITY/TOWN_____ STATE_____

what tremendous advances **OLYMPUS** *has made!*



$160 worth of camera for only **69.95**

Olympus has a 5 element E Zuiko f/2.8, fully coated and corrected lens. Gives perfect resolution, needle-sharp definition.

Rapid sequence lever cocks shutter, shows red dot, counts exposure. Get 36 exp. in 30 seconds. No accidental double exposures. No missed shots. You can forget . . . the automatic Olympus remembers.

Shutter speeds: B, 1 to 1/500 second. All scale settings visible from top. Get every shot, even the fastest action, without fumbling.

Single window range finder/viewfinder gives accurate focus and perfect composition at the same time.

Special-effects button allows multiple exposures on same negative. Unique window tells speed of film in use. No mistaking color for black and white.

At only 69.95 Olympus is obviously the best buy—the best value. Only Olympus has so many fine features at such a low price.

OLYMPUS TOKYO

Write Brockway for a brochure.

BROCKWAY CAMERA CORPORATION

1114 First Avenue, New York City 21, N. Y.

Canadian Distributor:

W. Carsen & Co., 88 Tycos Drive, Toronto, Can.

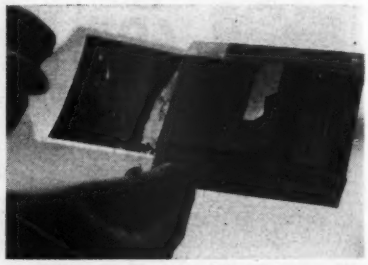
PICTURES IN A MINUTE

(Continued from page 112)

surface temporarily, until you can get in out of the dust, and then coat.

For this, and for carrying coated prints, it's hard to beat a folded Polaroid film box *(photo 5)*. Instructions for folding are on the box. Word of caution: when putting uncoated prints into the box for temporary protection, cup them slightly and squeeze the edges of the box a bit to open it. Then you won't scrape the picture area while getting the print into the box. And, after coating prints let them dry *thoroughly* before letting the print surface come into contact with any other surface—otherwise, they'll stick together.—THE END

4. Folded "shirttail" is readily available clean coating surface.



5. Fold your film box like this to make handy print protector.

WHAT'S AHEAD

(Continued from page 110)

A similar situation existed for well over a half century with respect to defining lens speed before something was done about it. Lens speed was defined as the ratio of the effective aperture of a lens and its focal length for infinity focus. In spite of the fact that it was well known to be inadequate, the definition continued to be used. Two lenses of the same f-number could vary in actual "speed" by as much as 40 percent, depending upon the light losses within the lenses themselves. Finally lens manufacturers adopted the "T" stop system for rating the speeds of lenses, which is based on the relative amount of light a lens can transfer to the photosensitive material at different apertures. Obviously this makes more sense than the older arbitrary definition.

It is easy enough to criticize a body of inadequate definitions, but not so easy to offer suitable substitutes. Nevertheless, I think it is possible to redefine optical terms in photography so that they have greater meaning and utility. In the case of focal length, for example, we could possibly express the same property of a lens on the basis of magnification, and forget all about focal length as such. Or possibly standards could be set up for resolution charts, emulsion types, etc., so that focal length could be expressed in terms of a distance, as before, but where the plane for measurement behind the lens is established by subjective evaluations of photographic results.

A new definition of focal length would automatically involve the revision of our definition of depth-of-field and many other definitions. But in any case, if newly adopted definitions were based on photographic results instead of pure optical considerations they would become something more than a collection of words.—THE END

TOMORROW'S LENSES

(Continued from page 61)

Needless to say, the greater the cut-off the more vignetting and the less acceptable will be your lens at full opening. You can make this test with any lens.

The whole concept of correction in lenses has changed drastically during the past few years. There are three reasons: (1) The general acceptance of anti-reflection coating. (2) The invention and the application to optics of the electronic computing machine. (3) The great swing toward color photography.

Before the era of lens coating, the interior reflections were a nightmare to lens designers. They could not be predicted in advance, and many promising lens designs, representing years of mathematical juggling, had to be scrapped after the first model was made. Today, all glass surfaces of high-class lenses are anti-reflection coated automatically. Lens ghosts can be only a fraction in strength of what they used to be, and the lens designer does not have to worry about them.

A very few years ago, the standard desk calculator was the only time-saving tool the lens designer had. Logarithm tables still were used and mathematical table projectors gave only slight relief to the drudgery of computing hundreds of thousands of figures. When the fully automatic electronic computers appeared, it was impossible to use them for lens designs, and years of changes in computing techniques for optical designs were necessary to make the use of these machines feasible. Only

(Continued on page 116)

POPULAR PHOTO PRODUCTS AT POPULAR PRICES

Add Approximate Postage
Excess Refunded
10% down on all C.O.D.'s

NOW SAVE

(LIMITED QUANTITY)
OVERSTOCKED ON FOLLOWING ARGUS CAMERAS AND PROJECTORS

	List	Sale
Argus C-3 outfit	69.50	49.50
Argus C-44 outfit	117.00	84.95
Argus 300W Proj.	39.50	31.95
Argus 300 Auto Proj. with case	62.50	44.95

First Come—First Serve—All Brand New, Factory Packed, Latest Models

HIGH ON QUALITY—LOW ON PRICE
BRAND NEW
NEOCA 35mm CAMERA

F3.5 ctd lens, 1 sec. to 1/300 sec., rapid advance lever, sync, shutter, self-timer, single window R.F. viewfinder.
List $59.95
SPECIAL $39.95
Case and Sunshade Free with order

ALL BRAND NEW
KODAK RETINA III C

1 Stroke rapid advance lever f.2 Xenon, interchangeable lenses, full sync, built-in meter, 1 sec. to 1/500 sec., compact, well made. List Price $190.00. SALE $121.95
Case List 13.50 ..... Only $ 8.95
Retina Univ. finder ..... Add 12.95
Curtar W.A. & Longar Tele ... Both for $95.00

STATICMASTER BRUSHES

Eliminates dust from negatives and slides.

3" Professional—List $9.95
Special .. $7.95
1" Amateur—List $4.95
Special .. $3.95

STAR-D CONTINENTAL TRIPOD

Flip-over head, elevator monopod (newest model) List 25.95
ONLY 18.95

	List	Only
Star-D Comet	23.95	16.95
Star-D D-18	15.95	9.95
Star-D Conquest	21.50	14.95
Case for Tripod		Only 2.95

BRAND NEW LATEST MODELS
35mm CONTAFLEX III AND IV

f2.8 auto. diaphragm Tessar, MXV sync. self timer, 1/500 sec., interchangeable lenses. Model III, list 176.00
Special $119.95
Model IV, w/meter, list 199.00
Special 136.95
Case list 14.00
Special 11.50
And your old 35mm or Reflex in trade

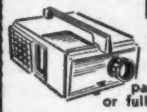
BRAND NEW EYE LEVEL PENTA-PRISM FINDER

FOR EXA and KINE EXACTA
Includes Case & R. F. Glass
(An $85.00 Value) ONLY $22.49

Premier Professional Titler Model #2

Complete with lights, letters, auxiliary lenses. Do scrolls, flips, scrolls, animation, etc. Instructions included.
M-2 accessory kit
List $37.50 Special $26.50
List $12.50 Special $8.95

NEW SENSATIONAL DUAL 2¼x2¼-Projector-35mm



300 watt, quiet fan cooling, slide storage drawer, compact, handles 35mm, super-slides, or full 2¼x2¼ slides in all mounts.
List 39.95 ONLY $29.50

SOLIGOR "66"

BRAND NEW
2¼x2¼ Single Lens Reflex f3.5 ctd. sync w/case. List 109.90
SPECIAL $74.95
Extension Tube ... 7.95
150mm Tele f4 ... 54.95

SENSATIONAL YASHICAMAT

(FULLY AUTOMATIC REFLEX CAMERA)
f3.5 4-element lens, MX flash sync. self timer, 1/500 sec. List w/case $85.50
BRAND NEW ONLY $58.95

	List	Sale
Yashica "A" w/case	$35.95	$23.95
Yashica "C" w/case	54.95	36.95
Yashica "LM" w/case	69.95	46.95

Brand New, Factory Packed, Guaranteed

AIRES III L 35mm CAMERA

BRAND NEW - - - NEW IMPROVED MODEL
NEVER BEFORE SUCH VALUE AT SUCH A LOW PRICE
f1.9 6 element lens, 1 sec. to 1/500 sec. Sync. shutter, single stroke rapid advance lever, brilliant finder and R.F., parallax correction, focuses to 20 inches - - - NEW IMPROVED LVS SHUTTER AND RAPID REWIND LEVER.
List w/case 112.00 SPECIAL $79.95

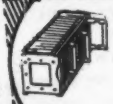
BRAND NEW FAMOUS MAKE

Photo Electric Meter 10—6,400 ASA, Still & Cine includes Light Magnifier. (adds 400% to meter sensitivity). Includes cases for meter & booster.
ALL 4 ITEMS Only $7.95

Airequipt Automatic Changer

Fits most models of AO, Ampro, Argus, B&H, Golde, Kodak, SVE, TDC, Viewlex, etc. (Changer and adapter only.) Specify model.
BRAND NEW ONLY $8.95
Remote Control 24.90 Only $18.95

AIREQUIPT MAGAZINES



HOLDS 36 35MM SLIDES, PREVENTS WARPING, FRAYING. LIST 2.25
ONLY $1.47 ea.
Air-luggage case for 24 only 7.95

TDC and Viewlex Trays

For Selectron, Viewlex Auto Changers
30 slide tray — 2/ .89c — 12/4.95
36 slide tray — 2/1.05 — 12/5.95
Trays for Revere ... 69c ea.
Air-luggage case for 24 ... 7.95

BRAND NEW
MINOLTA "A-2"

f2.8 Rokkor, MXV 1/400 sec., brilliant R.F. list 79.95 w/case.
SPECIAL $56.95
and your old camera in trade

B&H ROBOMATIC

BRAND NEW LATEST MODEL
Automatic 2x2 projector, 500 watt, automatic timer, complete w/case. List 149.00
SPECIAL $102.50

PRESERVE AND PROTECT

Color movies, slides, B&W negs. prevents: scratches, popping, static, fading, brittleness.
PERMA FILM
Just wipe on 2 oz. only $1.29

POPULAR PHOTO STORES, INC.

49A WEST 47th ST - N.Y. 36, N.Y.
Circle 7-3461

SALE ON BRAND NEW CAMERAS AND ACCESSORIES

Fully Guaranteed—Limited Quantities—Original Packing

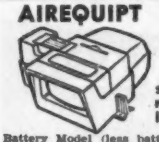
	List	Sale
Ricoh 35mm w/case, flash.	59.95	41.95
Ricoh "500" w/case	79.50	54.95
Minolta A w/case	57.95	41.95
Minolta Autocord w/case	109.95	74.95
Kodak Signet 40 w/flash	65.00	47.95
6A Spotomatic meter	15.00	10.95
Keystone K-25 f2.3	49.95	34.95
Keystone K-25 f1.9	59.95	42.95
Keystone K100 Proj.	99.50	73.50
Keystone K109D Proj.	169.95	114.95
B&H Monterey f2.5	39.95	31.50
B&H Regent 122LR w/case	179.95	132.95
Kodak Brownie Turret f1.9	79.50	56.95
Canon L-1 w/f2 Nikor 50mm	327.00	230.00

SALE ON USED CAMERAS FOR THE DISCRIMINATING FAN

All Guaranteed Perfect

	Used
Pathe "16" Camera w/f2.7 17mm	195.00
Auto Rolleiflex w/3.5 Xenar, MX Sync case	104.50
35mm Rectaflex f2 Xenon Demon.	145.00
35mm Futura f2 w/case Demon.	85.50
Leica IIF w/f3.5 Elmar, Sync.	99.50
Kodak 16mm Magazine f1.9	55.00
Revere 16mm Magazine f2.7	55.00
B&H Companion 8mm f2.5	44.50
Kodak Signet w/case, Ektar 3.5	39.50
Revere 50 8mm Camera f2.7	22.50
4x5 Pacemaker Speed Graphic Outfit	150.00
Reflex Korelle f3.5 case (as is)	34.50
Rollelcord f3.8 Triotar	24.50
Rollelcord f3.5 Triotar	31.50
Argus C-3 Camera, case	28.95
Ciroflex, Raptar, f3.5	29.50

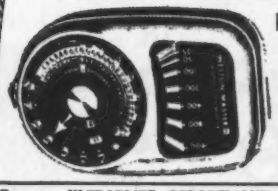
AIREQUIPT ULTRAMATIC COLOR SLIDE VIEWER



shows 20 slides automatically, magazine load.

	List	Sale
Battery Model (less battery)	14.95	11.48
AC/DC Model (w/brightness control)	18.95	13.48
Magazines 50c each in storage box of 5	2.50	1.95
Case for viewer & magazines	5.95	4.50

BRAND NEW
WESTON MASTER III



Ruggedized
LIST 32.50 W/CASE
ONLY $23.50

Famous ULTRABLITZ STROBELIGHT

BRAND NEW—LATEST MODEL
A.C. or 4-D batteries, normal and W.A. reflector full or half power—guide No. B&W 250 Color 65.
List $69.95.
SPECIAL $47.95

Coil Cord ... 2.95
Batteries (set) ... .75
Bracket ... 2.95

BRAND NEW GRA-LAB UNIVERSAL TIMER

The most useful complete automatic timer for your darkroom. Seconds, minutes, rings and cuts off enlarger or appliances.
Standard Model #165 List 23.95 ONLY $16.95
Luminous Model #168 List 24.95 ONLY $17.95

ALL MERCHANDISE FULLY GUARANTEED 1 YEAR MECHANICALLY & OPTICALLY. 30 DAY MONEY BACK WARRANTY.

Quick, Low Cost
SLIDE PROTECTION

With KIMAC Protectors

Prevents Scratches Fingerprints and Abrasion Marks

Made from Kodapak Sheet

NO FUSS, NO BOTHER — Just Slip On A KIMAC PROTECTOR

These plastic envelopes may be used with all standard cardboard mounts, including Kodak and Ansco. Sealed edge prevents snagging in filing or viewing. No printing to obscure title. Fit all automatic projectors. Minimizes "popping."

Box of 100 Stereo Protectors $3.75
Box of 1000 Stereo Protectors $25.00
Box of 100 2" x 2" Protectors $2.75
Box of 1000 2" x 2" Protectors $20.00
Box of 100 2¾" x 2¾" Protectors ..$4.00

Send check or money order with dealer's name for immediate shipment. We pay postage.

Send for FREE Sample Dept. M10

KIMAC
OLD GREENWICH, CONN.

Exclusive Features
for greater convenience
in
Compco
reels
and
cans

Compco *extra quality* reels and cans are made of special tempered steel, don't warp or bend, eliminate film rubbing and are finished in scratch-resistant, baked-on enamel. They're sturdily built to last a lifetime!

Other Compco Exclusive Features

Instant Threading Spring Clip assures positive threading, no fumbling, No slipping.

No Film Spilling Film retainer holds film on reel preventing spill or fall out.

Identification Label offers complete identification for each film.

For that *Extra Quality* ask your dealer for COMPCO reels and cans — in 8mm and 16mm sizes.

Compco CORPORATION
2267 W. St. Paul Ave., Chicago 47, Ill.

TOMORROW'S LENSES

(Continued from page 114)

very recently were combinations of machines and mathematical techniques developed which have made optical computation considerably faster. But those methods are not yet in general use, and only a handful of specialists who have worked out methods of their own are able to use these machines to full advantage. I know of several cases where optical problems which would have taken three to four years with the old desk calculator could be solved on the electronic machines within two weeks. The growth in importance of color photography has forcibly changed the optical picture. A wide misconception about optics for color exists even among well informed photographers. Almost everyone thinks that lenses, that are good for color should also always be good for black-and-white work, but that lenses which are corrected for black-and-white may not be any good for color. This may have been partially true in the old days when panchromatic material was not available and red and orange were practically invisible to the film. In those days a good lens had only to be corrected for the blue and ultraviolet region of the spectrum.

Today, black-and-white films are evenly sensitive over the entire visible spectrum. Color aberrations which would have passed unnoticed with the older films cut appreciably into the sharpness and definition of such lenses with the new black-and-white panchromatic films. In color, however, these aberrations don't necessarily ruin the picture. Sometimes they may even seem to improve it. Here's why.

There are two types of color aberration, longitudinal and lateral color. Lateral color causes the color fringing which produces a slight rainbow effect around the edges of the subjects. Longitudinal color shows itself in the form of color shadows which sometimes are very pleasing in color photography work. (In black-and-white photography, however, these color shadows destroy contrasts and are very undesirable.) Thus, since color photography has become more and more important, and since black-and-white pictures are used more for photographs of artistic interest, the designer is somehow relieved from the necessity for correcting longitudinal color. This gives him more freedom to correct for other lens deficiencies.

The changes in requirements of photographic optics (except for special problems like optics for extreme environmental conditions or special photographic optics for military work) show that the general trend in photographic lenses should be toward smaller aperture, low vignetting factor, good contrast, good resolution, good field flatness and wider extremity in focal length. That means: more extreme long focal length lenses and more extreme short focal length lenses, lenses suitable for use with shutters right behind the lens, better overall sharpness, good correction for lateral color only, and last but not least, reduction in bulkiness.

The next question that arises is "how good is a lens?" How can we determine its quality and how constant is the quality for that particular lens type made by one manufacturer? High class photographic lenses are like individuals. Very minute differences in their curves (a few hundred-thousandths of an inch) or a very small deviation in lens thickness or refractive index of glass, etc., make a big difference in performance. Optical instruments are the most sensitive and most critical man-made instruments we know. Glass is not a solid body. It has all the characteristics of a liquid, and the exact machining and shaping of it, with that extremely close optical tolerance, is still considered an art. Even if a lens design is perfect from a mathematical point of view (computations are usually made up to the thirteenth decimal point) small deviations of those figures are unavoidable and it is very unlikely, therefore, that two lenses of adjacent serial number will show similar performance.

There are instruments on the market which can test and analyze photographic lenses with great exactness and which will predict how a lens will perform a certain task. Ordinary optical benches are very good for laboratory use, but can be operated only by highly specialized, qualified personnel. In recent years, a couple of test instruments have appeared which today are in wide use in the armed forces, camera depots, in repair shops and in optical plants. Two very successful instruments are the Opticometer and the T-Meter, both manufactured by Zoomar, Inc., in the United States.

Extreme telephoto lenses which give photographic access to heretofore inaccessible subjects form a comparatively new field. These lenses are available up to 150-in. focal length for still cameras. With them it is possible to photograph newspaper headlines from a distance of one mile. These lenses, in contrast to old long focal length lenses, are very light in weight and, though not extremely fast, are very compact in design.

Zoom lenses for movie cameras are becoming more and more popular and in many cases probably will supplement the turret altogether on amateur cameras.

The future of optical design seems to lie in the direction not of fast, but of better lenses, more versatile optics for the new behind-the-lens shutters, far better pictures for the black-and-white photographer of today and the color photographer of tomorrow.—THE END

Bass Camera Quality Since 1910

Compartment Case for POLAROID
Sturdy plywood, solid brass hdw., saddle-stitched binding.

	Reg.	Spl.
#80 Highlander	$15.95	$ 7.95
#95 Speedliner	19.95	12.95

Carry Case Pak-It
Top Grain Leather

	Reg.	Spl.
#205 4¾ x 7¾ x 12¼	$14.95	$ 9.95
#2 6½ x 9½ x 11½	16.50	10.95
#206 6¼ x 11 x 9	24.00	14.95

Imported For 35 mm. accessories
Fully-lined. Padded shoulder strap.

	Reg.	Spl.
#D-836 6 x 3½ x 8¼, with 2 outside pockets	$14.95	$ 9.95
#P-837 8½ x 3½ x 6¾, with 1 outside pocket	12.95	6.95

SAVE MONEY ON GADGET BAGS

Gadget Bag famous "Globetrotter"
Dustproof stainless steel frame. Top grain cowhide. 12 x 9 x 5¼. Outside pocket.
Reg. $44.50 Spl. $29.95
Spl. $29.95

Big Boy Gadget Bag
Double strength Marlon, Brass Hardware. 12 x 9½ x 5. Roomy outside pocket.
Reg. $8.95 Spl. $4.95
Spl. $4.95

Champion 44 Lite Bar
28" wide, folds to 14"
Exposure table on back.
Reg. $13.95 Spl. $7.95
Less lamps.

Crystal Brite 4-Lite
All-metal, with 2-way switches. Includes carry-pack and 4 G.E. lamps.
Reg. $12.95 Spl. $8.95
Spl. $8.95

Crystal-Brite 2-Lite
Includes carry-pack and 2 G.E. lamps. All-metal with 2-way switch.
Reg. $8.95
Spl. $5.95

Naren Spotlights
Cool, bright, easy-to-use. Ring-free light.
#N-102 Spl. $19.95
.00 W. Convection cooled.
#N-103 Spl. $26.95
750-1000 W. twin blowers.

SAVE MONEY ON LIGHTING EQUIPMENT

Harwood Reflector
10" parabolic reflector for No. 1 and 2 photofloods. 6 ft. cord set.
Reg. $2.95
Spl. $1.95

COC 2 x 2 Viewer
Projection table viewer. Takes all mounts. F/s.5. Ctd. anas. lens. Auto. changer.
Reg. $37.50
Spl. $24.95

BARGAIN HEADQUARTERS OF AMERICA

"Glass Beaded" Screen
Fine quality, clear, sharp detail.

	Reg.	Spl.
30 x 40	$14.95	$ 7.95
40 x 40	16.95	9.95
50 x 50	22.50	13.50

TDC Headliner 303
For 2 x 2. Completely auto. forward cooled. Semimatic chgs. In case.
Reg. $59.95
Spl. $46.95

B & H Robomatic
for 2 x 2. Completely auto. forward and reverse proj. with timer, 10-ft. cord and case.
Reg. $149.50
Spl. $112.50

SAVE MONEY ON ACCESSORIES

7 x 50 Zeiss type Binoculars Coated
Navy type. Large objective lenses. Ideal for poorly lit conditions. Field 372 ft. at 1000 yds.
7 x 7½. .3802. With case.

	Reg.	Spl.
7 x 50 IF	$40.00	$18.95
7 x 50 CF	49.00	25.95

SAVE MONEY ON BINOCULARS

7 x 35 B & L Type Binoculars
Field 525 ft. at 1000 yds. 5" x 6". .2202. With case.
Reg. $69.50
Spl. $39.95

High-Power Pocket Binoculars (coated)
Prism type for indoor and outdoor use. 3" x 4". 7½ oz. Field 260 ft. at 1000 yds. With case.
Bass Camera

	Reg.	Spl.
8 x 20 CF	$22.95	$12.95
10 x 20 CF	27.95	17.95

Spotting Scope with Tripod
Dust cap, recessed 60 mm. lens. Achromatic ctd. lenses. Prisms eliminate distortion. 30 power.
Reg. $34.95
Spl. $22.95

30 x 30 Telescope
30 power, 2 section. Precision ground lenses.
Reg. $15.95
Spl. $9.95

40 Power Scope
Astronomical telescope. 62 mm. achrolens. 4x cross hair finder. 9, 12.5, and 20 mm. eye pieces. Diagonal prisms. 6 lbs.
Reg. $149.95
Spl. $79.50

Rainbow Reel Chests
All instal. Holds 12 reels and cans. Plastic handle.

	Reg.	Spl.
8 mm 200	$2.95	$1.95
8 mm 300	3.95	2.95
8 mm 400	3.95	2.95
16 mm 400	4.95	3.95

Reels and Cans
Polystyrene reels with grey steel cans. Bass Camera

Sets of 2	Reg.	6 for
8 mm. 200	$1.10	$3.96
8 mm. 300	1.30	4.68
8 mm. 400	1.60	5.40
16 mm. 400	1.60	5.40

Backed by a 47 year reputation for quality and price

8 and 16 mm. Auto. Splicer
Stainless steel plates, machine ground cutters.
Spl. $5.95

For All Movies Panoramic Titler
Includes centering rod, title board, 100 figures, letters. Light unit and instructions.
Spl. $21.50

Tri-Vision
2 or 3 images with one shot. For titles and trick effects. Fits any lens 1½" diam. or smaller.
Spl. $15.95

Finest Quality Economy Recording Tape
By a leading mfr. For home or professional use. ¼" x 2000 ft.
Reg. $3.49
Spl. $1.99
6 for $8.95

Walt Disney Films
8 mm. 16 mm. 50 and 100 ft reels.

	Spl.
50'— 8 mm.	$1.49
100'— 8 mm.	2.29
200'— 8 mm.	4.29
100'—16 mm.	2.29

SAVE MONEY ON PROJECTORS

Corona Editor
Viewer, splicer, rewinds. All mounted. Easy threading.
Reg. $49.50
Spl. $29.95

Table Viewer
Electric, all steel. Ground and polished lenses. Takes 2 x and 2¼ x 2¼ slides.
Reg. $6.50
Spl. $3.90

Arrow Viewer
Adjustable for 2 x 2 telescoping lens. Incl. battery.
Reg. $4.95
Spl. $2.95

Auto. Stereo Viewer
Continuous viewing magazine. Matched lenses. Incl. battery and magazine. Holds 10 slides.
Reg. $19.75
Spl. $13.75

Sampson 2-section Tripod
76" extension, 26" closed
Reversible column, no-jam legs. Push-button crank handle.
Reg. $19.95
Spl. $12.95

9-Section Tripod Escort Elevator
10½" closed. 51¾" open. All-direction pan-head. Gear driven center pole.
Reg. $19.95 Spl. $13.30
Case $1.95

Stanrite Uniped
23½" closed, 61" open. Lightweight alum. With hand strap.
Reg. $5.95 Spl. $3.95

. . . and where your satisfaction is guaranteed — or your money back

Accura Quick Panhead
90° tilt, 360° panning action. Extra-long handle.
Reg. $4.50
Spl. $2.95

Camstock Gun-type Mount
Holds cameras, binoculars, telescopes steady.
$15.95

Reflex Housing
For Leica, Canon, Nicca, Leotex. Adjustable eye-piece. Takes all camera lenses.

	Reg.	Spl.
	$44.50	$32.95
Prism Finder	13.95	9.95

Komura 35 MM. W. A. Lens Kit
Hard-coated, color corrected F/3.5 lens. 5 element type. Includes lens, viewfinder, brush, adapter, case.
Reg. $69.95
Spl. $59.50

Komura 135 MM. Tel. Lens
4 element F/3.5 lens. Hard-coated, color corrected. Includes viewfinder and lens caps. Specify camera make.
Reg. $79.50
Spl. $56.95

SAVE MONEY ON LENSES

Travegon 35 MM. Wide-Angle Lens
For Exacta and Praktica. 6-lens system, auto. shutter, 65° picture angle, minimum distortion.
Reg. $99.50
Spl. $59.50

Uneeda Lenses
No installation for most 35 mm. cameras. Wide and telephoto lenses in leather case.
Reg. $42.90
Spl. $24.95

Tiltall Tripod
All angle tilt head. 360° smooth panning. Extends from 30" to 70"
$44.50

Kinotel 8 MM. Telephoto Lenses
All 1½" focal length.

	Spl.
F/3.5 UNIV. focus	$ 7.17
F/3.5 Focusing int.	9.57
F/2.5 Focusing int.	12.95
F/1.9 Focusing int.	19.95

Wide Angle Movie Lenses.

7 MM. F/3.2	
7 MM. F/2.5	$19.95
6 MM. F/1.9 v.f.	29.95
6 MM. F/1.9 f. mt.	39.95

Matched Wide Angle and telephoto - Lenses.
Kinopair hard-coated lenses in focusing mount.

	Spl.
F/2.5 set	$32.95
F/1.9 set	59.50
F/1.4 set	74.50

Hi-Speed Tele. and 16 MM W. A. Lenses

3" F/2.5 tel.	$26.00
3" F/1.9 tel.	29.00
17 MM. F/2.7 W.A.	21.00
3" F/1.5 U.S. tel.	53.95
15 MM. F/1.5 W.A.	47.95
1" F/1.5 U.S. Reg.	32.95
1" F/0.95 U.S. Reg.	105.00

Bass Camera Co
179 W. MADISON ST
CHICAGO 2, ILL

Accura Ext. Flash
Positive locking, fan-type reflector. Takes std. plug. Complete with clamp, bracket carrying case.
Spl. $4.95

Weston Master III Light Meter
Photronic cell responds to all colors. Sep. scales for high and lowlight readings. With case.
Spl. $23.95

G.E. Guardian
Direct-reading, pushbutton meter. Pointer lock. Very sensitive. With case.
Reg. $34.50
Spl. $25.90

Expotel "64"
Unique light amplifier for "available light." Has all scales, incl. Polaroid. With case.
Spl. $7.95

Sun Ray Model "D" Enlarger
Takes negs. from 35 mm. to 2¼ x 3¼. 75 w. lamp. Interchangeable lens board. 3½" F/4.5 flex lens.
$64.75

Zenith 35 Enlarger
Compact, lightweight. Double condensers. 2" F/4.50 lens.
Spl. $51.50

Zephyr 4-Drawer Case
8-4—4 sequence trays with index cards. Holds 1260 readymounts.
G-4—4 group trays with index cards. Holds 1500 readymounts.
Either case, Reg. $12.95
Spl. $8.95

Write for your copy of our new catalog

baja®

The Best Gift of All For The "Photo-Man" of The House!!

The Thoughtful Santa (Miss or Mrs.) Will Give Him One of These Portable

DeLuxe Cases That Fit ALL Slide Files

No matter what his favorite Automatic Changer Tray or Magazine these BAJA Cases are Custom Designed for perfect fit. Made of extra strong 5-16" kiln-dried solid furniture lumber, built by America's most talented craftsmen. Priced right, too! In fine camera shops everywhere!

baja®

BARNETT & JAFFE, Manufacturers, 6100 N. 21st Street, Philadelphia, Pa.

the CAMERA CLUBS

by MABEL SCACHERI

The unchanging nature of camera clubs: is novelty necessary to successful programming?

As I look back over the 17 years I have been a constant visitor to camera clubs, I am impressed by the unchanging nature of this institution. We have had all sorts of changes—hot and cold wars, mink neckties, modern Republicans, the light value scale, the United Nations, no-iron cotton, and sequin-trimmed toothbrushes. But camera clubs are the same as ever.

What does this soliloquy have to do with you? Well, if you are a camera club president or program chairman, there is a deep truth involved. It looks as though the club members don't want to be up-dated. Camera clubs, as is and as was, must satisfy some deep human needs. Offhand I'd say they meet the need for competition and for appreciation of accomplishment. The members want some ribbons, stickers, medals, or cups to prove they are greater than their fellows, and they want an interested audience to get a load of their gorgeous pictures. To excel, to be admired—that's what people have always wanted. And also to enjoy the company of people of similar interests to their own.

Study the past

So if I were musing on what sort of programs to plan for your club this coming season, I'd not beat my brains to cook up something new. Instead, I would study the past season. Did many members drop out? Do you have an exceptionally big turnover, old members vanishing, new members coming in? This, as a rule, is not a good sign. However, I know of one club which draws its members from an area of small apartments. Young couples move in, a baby or two will arrive, they move away to larger quarters. The big turnover in that club does not mean that the club has failed to please its members.

But in general, the successful clubs I know about have at least 50 percent of old regulars, plus an encouraging number of new recruits. Look at your membership records. How many people joined for one year only? Why?

To find out why is not very simple. Send out questionnaries about what-do-you-want and what-didn't-you-like and you get few returns and vague replies. Ask members to stand up in a meeting and voice their gripes and there they sit, mum. The best method, although it is time-consuming, is to have a private chat with one member at a time. Even then they won't always come clean.

Watch the pocketbook

Let's say you have a set-up in which the members get together for dinner at a restaurant or hotel and meet in a room in the same building. Perhaps you get the meeting room for free, or at low rates, with this arrangement. It works fine if most of the members are pretty well heeled. But suppose a lot of them are youngish fathers with two or three kids and no impressive take-home pay. If papa goes out every week or two for a chicken dinner at the club and mama stays home and eats hamburger with the kids, the lord and master is going to hear some plain truths. He won't tell you about it, most likely. Few Americans like to say "I can't afford it."

Keep it cheery

Another complaint they probably won't utter is their dislike of a cheerless meeting place. Sure you can get a dull room with dark brown walls and poor lighting cheaper than a bright modern place. You may think it doesn't matter because the lights are out anyway when prints are viewed or slides projected. True. But how about the chit-chatting before and after the meeting? Do the members come dragging in late, and at the end do they scram as though they were making for a bomb shelter? All this may be due to the general gloom of your habitat.

That chit-chatting is important because it makes for friendliness. I get a lot of phone calls from would-be camera club joiners who tell me, "Aaah, I did visit that club and nobody spoke to me. They looked right through me. What a bunch of icebergs!"

One such yowl came from a guy who happened to visit a club on an inter-club competition night. The host club was, for certain reasons, bored with the deal and few members showed up. Most of the audience came from the competing club. Naturally they didn't glad-hand the visitor because they didn't know he was a visitor. So the host club lost a potentially good member. Don't let it happen to you.

—THE END

GRAND CENTRAL'S

ONCE-A-YEAR CLEARANCE SALE!

All prices dramatically slashed!

Exceptional buy. Finest slide projector. Fully automatic 35mm

REVERE 888D

List $159.50 Special **109.50**

And your present slide projector in trade, subject to examination. 5" f/3.5 lens, 500-watt. Price includes case and 7 Revere magazine trays.

Greatest value! Save $145. Brand New!

35mm EXAKTA VX

With 50mm f/2 Zeiss auto Biotar or 50mm f/1.9 auto Xenon or Quinon

List $399.50 Only **254.50**

Fully synch. - speeds to 1/1000. Largest stock of Exakta accessories in U.S.A.

Super value. Save $133.85. Like new.

AUTO ROLLEIFLEX

3.5 ctd. Tessar

List $233.75 Special **99.95**

Fully synch. - selftimer. All new models in stock for immediate delivery. Hundreds of new and used accessories. Ask for our special Rolleiflex price-saving list.

Special. 1957 Model—Save

CONTAFLEX

Famous Zeiss Camera with f/2.8 Tessar Parallax free — automatic diaphragm

	Cash	Down
Contaflex I	$153.00	12.75
Contaflex II (built-in meter)	178.00	14.67
Contaflex III (interchangeable lens)	178.00	14.67
Contaflex IV (interchangeable lens plus meter)	199.00	16.59

Save! Used excellent.

4 x 5 GRAPHIC OUTFIT

Pacemaker — 135mm f/4.7 lens

List $292.00 Now only **99.50**

Kalart RF synch. Speeds to 1/400 sec. Graphic back

Save money! Brand new!

ARGUS C-4 CAMERA

With rangefinder and f/2.8 ctd. lens

List $84.50 Now only **35.00**

— and your present 35mm camera in trade subject to inspection.

LENSES

Now is the time to select a wide angle or telephoto lens at Grand Central's low, low prices. For other lenses, please write.

	NEW	USED
25mm f/3.5 Canon	*	$112.00
25mm f/4 Nikkor	*	212.00
28mm f/2.8 Canon	*	96.00
28mm f/3.5 Nikkor	*	90.00
35mm f/1.8 Nikkor	*	188.00
35mm f/1.8 Canon	*	96.00
35mm f/2.5 Nikkor	*	84.00
35mm f/3.5 Summaron	*	74.50
35mm f/3.5 Olympic	$ 49.50	*
35mm f/3.5 Summaron dual range	112.00	*
35mm f/2.8 Xenogon	89.95	49.95
35mm f/3.5 Tele-Xenar	114.50	89.50
50mm f/1.4 Nikkor	*	114.00
50mm f/1.8 Canon	*	79.50
50mm f/2 Summicron	90.00	79.50
50mm f/2 Nikkor	135.00	79.00
50mm f/1.1 Zunow	300.00	199.50
50mm f/2 Summitar	89.50	69.50
50mm f/1.5 Summarit	129.50	89.50
50mm f/2 dual range Summicron	159.50	*
50mm f/1.2 Canon	250.00	149.50
50mm f/1.5 Canon	168.00	99.50
50mm f/1.8 Canon	125.00	79.50
50mm f/2.8 Canon	69.50	39.50
50mm f/3.5 Micro-Nikkor	199.50	*
85mm f/1.5 Summarex	288.00	199.50
85mm f/ 1.5 Canon	250.00	139.50
85mm f/ 1.9 Canon	180.00	99.50
85mm f/2 Nikkor	175.00	109.00
85mm f/1.5 Nikkor	299.50	189.00
90mm f/4 Elmar	76.00	49.00
90mm f/4 Elmar collapsible	125.00	99.50
100mm f/3.5 Canon	119.00	79.50
105mm f/2.5 Nikkor	152.50	110.00
125mm (5") f/2.3 Pantachar	220.00	112.50
125mm f/2.5 Hektor	126.00	*
135mm f/4.5 Hektor	112.00	99.50
135mm f/3.5 Canon	135.00	89.50
135mm 3/3.5 Schacht Travenar	99.50	49.50
135mm f/3.5 Olympic	34.95	*
135mm f/3.5 Nikkor	135.00	99.50
150mm (6") f/2.3 Pantachar	300.00	155.00
150mm (6") f/1.8 Pantachar	370.00	190.00
180mm f/2.5 Nikkor	399.50	*
200mm f/3.5 Canon	221.00	119.50
250mm f/4 Nikkor	224.50	*
300mm (12") f/5 Fernbild	220.00	112.50
300mm (12") f/3.5 Telastan	420.00	212.00
400mm f/4.5 Canon	471.00	250.00
500mm f/5 Nikkor	550.00	*
500mm (20") f/5 Fernbild	420.00	212.00
640mm (25") f/5 Fernbild	750.00	379.50
800mm (32") f/5 Fernbild	920.00	559.50
1000mm (40") f/6.3 Fernbild	1,125.00	560.00

Special price. Save $116.55. Like new!

POLAROID-110 CAMERA

List $249.50 Now only **132.95**

Coupled RF 4.5 lens full flash synch

Excellent value — Save $113.50. Brand New.

35mm EXAKTA VX

With 50mm f/2.8 ctd. auto Zeiss Tessar

List $333.00 Pay only **219.50**

Fully synch. - speeds to 1/1000. All accessories and more than 1000 wide-angle and telephoto lenses available.

Special offer! Brand new. Save $51.00.

KODAK RETINA IIIC

With coupled RF and f/2 coated Xenon

List $165.00 Now only **114.00**

Flash synch. speeds to 1/500 exp. meter selftimer

Exclusive! Brand new. Save $191.

PENTACON

With 50mm f/2 automatic lens

List $300.00 Special only **109.00**

Fully synch. - speeds to 1/1000 selftimer.

Smash offer. Newest design. Save $94.00.

REVERE 103

16mm, 100' spool-load turret camera. With 17mm f/1.9 wide-angle lens.

List $323.50 Special **229.50**

1" f/1.9 normal lens, 3" f/1.9 telephoto lens. Versatile 16mm 3-lens turret roll-film camera of excellent design.

Save! Like new.

CONTAX IIA

With RF & Carl Zeiss 50mm f/2 ctd. Sonnar

List $298.00 Special **145.75**

Flash synch. speeds up to 1 250 delayed action selftimer

Special offer! Brand new! Save $303.50.

B&H SOUND PROJECTOR 202

and 52 x 70 screen and 16mm editor

List $833.50 Complete only **530.00**

Optical and magnetic sound single case unit. Finest sound projector made. For other sound projectors, ask for our special prices.

Brand new. Latest. Save $154.50.

B&H SOUND PROJECTOR 385C

52 x 70 screen and 16mm editor

List $579.50 Complete only **425.00**

Finest single case Filmosound projector professional features.

Special value. Like new. Famous

KEYSTONE 8mm PROJECTOR

Model K-1090 with carry case

List $169.50 Now only **74.50**

750 watt lamp blower cooled built-in editor still and reverse

Exclusive! 1957 model — Save.

PENTACON FB

With 50mm f/2 Zeiss Biotar

List $389.50 Now only **189.50**

Penta-prism — built-in exposure meter — direct reading type — built-in fully automatic diaphragm — interchangeable fully automatic lens — fully synch.

Brand new. Latest. Save.

REVERE 777, 8mm PROJECTOR

127.50

Large allowance for your present projector or other trade-in. f/1.6 lens, AC/DC, 500-watt lamp, 750-watt optional.

Single-lens reflex special! Like new! Save $100.

PRAKTINA FX

With 50mm f/2 Zeiss Biotar

List $297.50 Now only **197.50**

Single-lens reflex camera with built-in penta-prism and rangefinder interchangeable lenses fully synch.

Spectacular saving. Brand new. Save $234.70.

LEICA IIIF

With 50mm f/2 ctd. Summitar lens

List $384.20 Only **149.50**

Fully synch. speeds to 1/1000. Coupled RF 1000s of Leica lenses and accessories available.

Special purchase. Brand new. Save $171.50.

B & H 70DR—16mm

Turret camera with 3 lenses

List $519.00 Yours for **347.50**

17mm f 1.9, 25mm f 1.9, 3" f 1.9 lenses and finders

Brand new. Latest. Save.

AUTO ROLLEIFLEX

With f/2.8 Xenotar with built-in exp. meter

Only **115.00**

Plus your Auto Rollei. 2.8.

Special price. Save $69.55. Used.

MINOX IIIS

Latest model — synch. and ctd. lens

List $139.50 Yours for only **69.95**

Built-in synch. case and chain.

Fast service! Speedy shipments!

Servicemen

Government employees Overseas

Everything available on our easy Time Payment Plan. Take 6 to 24 months to pay.

Latest 1957 Model. Finest 35mm camera. Greatest value.

LEICA M-3

with 50mm f3.5 Elmar **290.00**
with 50mm f2 Summicron **359.50**
with 50mm f1.5 Summarit **396.00**

Other Leica Lenses and accessories prices on request.

Newest Leica Model. Special value.

LEICA III-G

with 50mm Elmar f3.5 ..... **195.00**
with 50mm Elmar f2.8 ..... **218.00**
with 50mm Summicron f2 ..... **269.50**
with 50mm Summarit f1.5 ..... **299.50**

New bright-line viewfinder, automatic flash synchronization, separate focusing rangefinder.

Like new. Excellent! Save $147.50.

LEICA M-3

With 50mm f/2 Summicron

List $447.00 Now only **299.50**

Latest 1957 model — interchangeable lenses — complete listing of Leica cameras — all types, accessories and lenses at bargain prices available.

Exclusive! 1957 model — Save $190.

PENTACON F

With 50mm f/2 Zeiss Biotar

List $339.50 Now only **149.50**

Penta-prism — built-in fully automatic diaphragm — interchangeable fully automatic lens — fully synch.

Brand new! Electric eye automatic.

200 EE 16mm CAMERA

With f/1.9 ctd. lens — automatic exposure control — five speeds.

List $299.95 Pay only **125.00**

— and your 16mm movie camera in trade subject to inspection.

Special. New 1957 model.

ALPA 6

With automatic Apo-Chromatic Switar f/1.8 lens —

479.00

Single-lens reflex camera with prism viewfinder and rangefinder. Alpa 7. Alpa 5 lenses and accessories - new and used in stock.

Smash offer! Used. Save $180.00.

HASSELBLAD REFLEX 1000F

With f/2.8 Pre-set Tessar

List $379.50 Special only **199.50**

Finest 2¼ x 2¼ reflex camera. Speeds to 1 1000 all lenses and accessories available.

Smash offer! Brand new. Save $50.00.

ROLLEICORD V

With f/3.5 ctd. Xenar lens and new Eveready case

List $149.50 Now only **98.50**

Automatic—MX synch.—cross-grid selftimer.

MONEY-BACK GUARANTEE: You are protected by a 20 Day Absolute Money Back Guarantee! A 5 Year Service Guarantee!

This is it—your big chance to scoop up the buy of a lifetime! It's Grand Central's annual inventory clearance of 35mm cameras, reflex cameras, movie cameras, slide projectors, lenses, stereo outfits and everything photographic. You get the most liberal credit plan anywhere, top trade-in for your used equipment, and prices cut so low—many items actually offered at less than wholesale. Mail the coupon today.

GRAND CENTRAL CAMERA, Dept. M10 1 East 43rd St., New York 17, N. Y.

Please ship the following immediately:_____

Enclosed is $_____ ☐ Down Payment. ☐ Complete Payment.

I agree to pay the balance $_____ monthly in __ 6 mos. __ 9 mos. __ 12 mos. __ 15 mos. __ 18 mos. __ 24 mos. (please check one).

I wish to trade in:_____

☐ Give me tentative allowance by mail. ☐ I am shipping equipment for exact allowance.

Your trade-in may be used as down payment! It will be returned at our expense if you don't accept our top offer.

☐ Send FREE information and prices on_____

☐ Send pamphlet on Grand Central Time Payment Plan.

Name_____

City_____ Zone____ State_____

Address_____

1957 LENS LIST

(Continued from page 85)

50mm f/3.5 Tessar. Zeiss Stuttgart, Germany. **CX-NI,** $68

50mm f/3.5 Westar. Isco, Germany. **DX,** $19.50

50mm f/3.5 Xenar. Schneider, Germany. **EX-PC,** $54.95

50mm f/2.8 Alfinon. Karl Heitz, Switzerland. Preset diaphragm, **AL,** $89

50mm f/2.8 Canon. Canon Camera Co., Japan. **LC,** $69

50mm f/2.8 Cintagon. Argus, U.S.A. **AS,** $89.50

50mm f/2.8 Color Solinar. Agfa, Germany. **AM,** $47

50mm f/2.8 Elmar. Leitz, Germany. **LC,** $87; **LM** (with adapter), $97.50

50mm f/2.8 Tessar. Zeiss Jena, Germany. Automatic diaphragm, **EX,** $100

50mm f/2.8 Travenar. Schacht, Germany. Preset diaphragm, **PC-EX,** $69.95

50mm f/2.8 Westanar. Isco, Germany. Automatic diaphragm, **EX,** $69.50

50mm f/2.8 Xenar. Schneider, Germany. **DX,** $44.50; **EX-PC,** $64.95

50mm f/2 Dual-Range Summicron. Leitz, Germany. **LM** only, $198.50

50mm f/2 Nikkor. Nippon Kogaku, Japan. **NI-CX,** $106; **LC,** $135

50mm f/2 Sonnar. Zeiss Stuttgart, Germany. **CX-NI,** $119; **RO,** $169.95

50mm f/2 Summicron. Leitz, Germany. Collapsible mount, **LC,** $156; **LM** (with adapter), $166.50; **LM** only (rigid mount), $159

50mm f/2 Westagon. Isco, Germany. Automatic diaphragm, **EX,** $110

50mm f/2 Xenon. Schneider, Germany. **DX,** $74.50

50mm f/1.9 Cintagon. Argus, Germany. **AS,** $89.50

50mm f/1.9 Xenon. Schneider, Germany. Automatic diaphragm, **AL,** $169; **EX-PC,** $169.95

50mm f/1.8 Canon. Canon Camera Co., Japan. **LC,** $125

50mm f/1.8 Switar Apochromat. Kern, Switzerland. Automatic diaphragm, **AL,** $199

(Continued on page 122)

WHOLESALE ONLY
UNBELIEVABLE PRICES

(Any order less than 1 doz, not considered wholesale.)

FILM Within date

ANSCO COLOR FILM
(with Processing)

8mm 25' dbl. roll	1 doz.	$24.00
8mm 25' dbl. mag	1 doz.	30.00
16mm 100' available in both sound or silent	1 doz.	55.00
16mm 50' magazine	1 doz.	35.00

ANSCO MOVIE FILM
BLACK AND WHITE (with Processing)

8mm 25' dbl. roll	1 doz.	$12.00
8mm 25' dbl. mag	1 doz.	20.00
16mm 100' available in both sound or silent	1 doz.	25.00
16mm 50' magazine	1 doz.	20.00

ROLL FILM

#127, 120, 620, 116, 616 Black and White	50 for	$ 9.50
120 & 620 Color	1 doz.	7.80
35mm 20 exp. Black & White	1 doz.	2.75
35mm 36 exp. Black & White	1 doz.	5.00
AERO EKTACHROME #120 and #620 Weston 80	1 doz.	8.00
Ansco Color or Ektachrome 20 exp.	1 doz.	10.00
Super X or Double X and Plus X	1000 ft.	12.00
35mm 20 exp. KODACHROME, 1957 dating		.93

ANSCO COLOR IN BULK

16mm	400 ft.	$15.00
8mm 25 ft. on camera spools	1 doz.	14.00
8mm 100 ft.	1 doz.	42.00

(Processing not included)

SPECIAL OFFERING IN 8mm and 16mm COLOR SUBJECTS
(CARTOONS AND FAIRY STORIES) COLOR

50 ft. 8mm	1 doz.	$20.00
200 ft. 8mm	1 doz.	75.00
100 ft. 16mm	1 doz.	80.00
400 ft. 16mm (silent)	1 doz.	200.00
400 ft. 16mm (sound)	1 doz.	250.00

SPECIAL OFFERING in 8mm and 16mm SUBJECTS
(CARTOONS AND FAIRY STORIES) BLACK AND WHITE

50 ft. 8mm	1 doz.	$10.00
200 ft. 8mm	1 doz.	35.00
100 ft. 16mm	1 doz.	20.00
400 ft. 16mm (silent)	1 doz.	75.00
400 ft. 16mm (sound)	1 doz.	100.00

BULK MOVIE FILM

8mm x 25 ft. dbl. (Packed on Camera Spool)	1 doz.	$ 5.00
No Processing		
16mm x 50'	100 rolls	$40.00
16mm x 100'	50 rolls	45.00
25 ft. double, 8mm High Speed, B&W EASTMAN KODAK, Weston 250—developed free by Eastman Kodak.		1.50
50 ft. 16mm B&W EASTMAN KODAK—developed free by Eastman Kodak.		1.70
100 ft. 16mm B&W EASTMAN KODAK—available in SUPER X and SUPER XX. developed free by Eastman Kodak.		3.40

ACCESSORIES
TAKE ADVANTAGE OF THESE BARGAINS

B & W film . . . 100 ft. on Bolex Spool	1 doz.	$43.00
100 ft. Ansco Color on Bolex Spool 8mm	1 doz.	60.00
With Developing		
Empty 16mm magazines made by Kodak	1 doz.	8.00
8mm Empty mag.	1 doz.	8.00
16mm 100 ft. Camera Reels	1 doz.	2.50
Cans for such reels	1 doz.	1.00
Empty cartridges for 35mm 20 or 36 exp.	1 doz.	1.00
Cans for 35mm cart.	1 doz.	1.00
400' . . . 8mm empty reels	1 doz.	5.00
Dble. cans	1 doz.	3.00
8mm camera reels	1 doz.	2.50
Cans for 25 ft. double	1 doz.	1.00
800' reels 16mm	1 doz.	7.50
Cans (double)	1 doz.	3.50
16mm—1200 ft.	1 doz.	10.50
Cans	1 doz.	5.50
1600 ft.—16mm	1 doz.	14.00
Cans	1 doz.	5.50
200 ft. 8mm Cans	1 doz.	3.00
200 ft. 8mm Reels	1 doz.	3.00
400 ft. 16mm Cans	1 doz.	3.00
400 ft. 16mm Reels	1 doz.	3.00
10x10 Projection Paper, Contrast #3		3.19
Roscoe Cement—(bottle)		.43

WHY NOT HAVE YOUR OWN FILM LIBRARY?
You can secure from us new cartoons of DISNEY and other makes—full version—200' 8mm and 16mm 400' available in 12 assorted subjects for the following prices. . .

	OUR PRICE	REG. PRICE
8mm 200' 12 subj. for	$35.00	$100.00
16mm 400' 12 subj. for	100.00	250.00

BUY AND CONVINCE YOURSELF ! ! ! !

HAL ROACH COMEDIES—(12 Ass't)

8mm subjects 200'	$35.00	$100.00
16mm subjects 400'	100.00	250.00

CHARLIE CHAPLINS—(12)

8mm	35.00	100.00
16mm	100.00	250.00

IN THE BANK—2 reels
NIGHT AT THE SHOW—2 reels
THE TRAMP—2 reels
THE CHAMPION—2 reels
THE NEW JANITOR—1 reel
FILM JOHNNY—1 reel
BY THE SEA—1 reel
IN THE PARK—1 reel

MACK SENNETT COMEDIES—(12)

8mm 200'	35.00	100.00
16mm 400'	100.00	250.00

"OUR GANG" COMEDIES—(12)

8mm 200'	35.00	100.00
16mm 400'	100.00	250.00

GRANTLAND RICE SPORT REELS—(12)

8mm 200'	35.00	100.00
16mm 400'	100.00	250.00

RUNNING THE SCALES
GRIDIRON GLORY
STAMINA
BODY BUILDERS
CLOWNING THE GAME
SONS OF SWAT
MONARCHS OF THE FIELD
SELF-DEFENSE
CHAMPION MAKERS
HOOKED
FELINE FIGHTERS
SPORTS AFLOAT

PRIZE FIGHTS—(12)

8mm 200'	35.00	100.00
16mm 400'	100.00	250.00

LOUIS—BAER
LOUIS—SCHMELING
LOUIS—ROPER
LOUIS—WILSON
SCHMELING—LOUIS
SCHMELING—WALKER
SCHMELING—STRIBLING
SHARKEY—WALKER
SHARKEY—STRIBLING
DEMPSEY—SHARKEY
PETROLLE—BATTALINA
CONZONERI—PETROLLE

SPECIAL OFFERING—RELIGIOUS SUBJECTS
Available in 8mm and 16mm

	Our Price	Reg. Price
LIFE OF CHRIST 7 reels, 8mm	$ 5.00	$10.00
CROWN OF THORNS 8 reels (sil.) 16mm	10.00	15.00
ST. FRANCIS 7 reels (sound) 16mm	12.50	20.00
ST. ANTHONY OF PADUA 9 reels		
MESSENGER OF THE BLESSED VIRGIN 9 reels (Story of Lourdes)		
THE CHRISTUS 7 reels		
JOAN OF ARC 5 reels		

(All 16mm films which are approx. 400 ft. per reel can be obtained in sound or silent. The 8mm is approx. 200 ft. per reel.)

ALSO AVAILABLE ARE (12) ASSORTED FEATURES AT BARGAIN PRICE
These features consist of 5- 6- and 7 reels. Running time over one hour—

	OUR PRICE	REG. PRICE
(12-8mm ass't feat.)	$275.00	$550.00
(12-16mm ass't feat.) (silent or sound)	550.00	1200.00

IMPORTANT ! ! !
When ordering please state whether you want silent or sound features in 16mm. The following are titles of features available.

	STAR
DANCING MOTHERS—	Clara Bow
WE'RE IN THE NAVY NOW—	Wallace Beery
LADY WINDERMERE'S FAN—	Ronald Colman
YANKEE CLIPPER—	William Boyd
NIGHTCRY—	Rin Tin Tin
LOST WORLD—	Wallace Beery
COVERED WAGON—	Helen Hale
LEATHERNECKS—	William Boyd
LAST OF THE MOHICANS—	All Star cast
CAPTAIN FLY-BY-NIGHT—	Johnny Walker
YOUNG APRIL—	Joseph Schildkraut
CAPTAIN SWAGGER—	Rod La Roque

SPECIAL OFFER
Ansco 10 exposures color 35mm..1 doz. $5.00

MOVIE FILM SPECIAL
100' 8mm double.....1 doz. $20.00
Packed on 4 Camera Spools 25'..1 doz. 5.00

ASTRA PHOTO PRODUCTS 243 WEST 55TH STREET NEW YORK 19, N. Y.

UNBELIEVABLE VALUES

DEVELOPING SERVICE AVAILABLE

100' 16mm B&W $1.25
8mm 25' double ..... .60

35mm COLOR FILM

Available in ANSCO TUNGSTEN
35mmx100' $22.00
Available in TUNGSTEN or DAYLIGHT AERO EKTACHROME—DAYLIGHT SPEED—100 ASA
20 exp. rolls, including processing. $1.50 (3 for $4.25)
20 exp. rolls INDOOR ANSCO COLOR $1.00 (3 for $2.75)
AERO EKTACHROME CHEMICALS—
1½ gal. $2.95
50 ft. 35mm—85¢ Plus X or XX
100 ft. 35mm XX or Plus X or infra red or background X $1.40. If you buy $25.00 worth of film—one 35mm loader free regular price $5.00
A $100.00 purchase of film (color or B&W) will allow a brand new Eastman Kodak Brownie 8mm for $1.00—Regular price for such a camera alone—$35.00
This offer is in addition to our Unbelievable Value of film on which you save 50%.
A $200.00 purchase will entitle you to a Kodak Brownie camera and a 8mm projector for $1.00. Regular price close to $100.00
A $50.00 purchase will entitle you to a brand new Brownie Camera with flash and film and bulbs. Regular price for Camera and film (color as well as B&W) $25.00—in any store.
A $25.00 purchase entitles you to a 127 Camera and 3 rolls of color film and 6 rolls of black and white. Real value in store—$10.00
Additional $25 purchase entitles you to Eastman Kodak carrying case of genuine leather. Reg. price of case alone—$11.25

35mm BLACK & WHITE BULK

ANSCO FINOPAN $1.25 (Weston 24) Kodak
Super X or Double X.....$1.40

ACCESSORIES

FILM DRIERS—good for paper and films only $1.50
CHEMICAL KITS—D88, one gallon size good for reversal or straight B&W processing—for paper & film. In powder form $1.25
(Include postage)

Take advantage of these bargains.

B&W film—100 ft. on Bolex Spool $4.00
100 ft. Ansco Color on Bolex spool 8mm 5.50
With devel. 6.50
Empty 16mm magazines made by Kodak 75¢
8mm empty mag. ..... 75¢
16mm 100 ft. camera reels ..... 25¢
Cans for such reels ..... 10¢
Empty cartridges for 35mm 20 or 36 exp. 10¢ each, $1.00 a dozen
Cans for 35mm cart. ..... 10¢
800 ft. reels, 16mm ..... 75¢
16mm—1200 ft. .....$1.00, Cans— 50¢
1600 ft.—16mm .....$1.25, Cans— 50¢
Cement for film .....50¢—best available
Kodachrome reloads—20 exp. $1.25
50 ft. $15.00
Special offer Ansco 10 exp. ..... 45¢
400'—8mm empty reels ..... 50¢
Dble. cans .....35¢, 3 for $1.00
35mm Bulk film Loader daylite
100 ft. Negative 35mm film, Plus X or XX
12 cartridges.....All this for $5.95
Roscoe Cement—(bottle) .....50¢

PHOTOGRAPHIC CONTACT PAPER

Eastman Kodak SW Semi-matte—Contrast #4
100 sheets per box, 10x10.....$2.50

10 x 10 Projection Paper, Contrast #3 $3.75

ANSCO COLOR IN BULK

16mm—4¢ per ft. .....min. order 50 ft.
8mm—25 ft. on camera spools $1.25
100' 8mm $5.00
(Processing not included)

CLEARANCE SALE

CARTOONS APPROX. 400'
AVAILABLE IN SOUND OR SILENT

$4.95 For Home Use Only

ANSCO COLOR FILM

WITH PROCESSING

8mm 25' dbl. roll $2.25
8mm 25' dbl. mag 2.75
16mm 100' available in both sound or silent..... 5.00
16mm 50' magazine..... 3.50

MOVIE FILM

FRESH—WITHIN DATE—INCLUDING DEVELOPING

ANSCOCHROME Weston 32—
Available in 8mm and 16mm

100 ft. 16mm roll.....$7.00
50 ft. 16mm Magazine 4.50
8mm 25 ft. double roll..... 3.00
8mm 25 ft. double Magazine..... 3.50
16mm KODACHROME 100 ft. rolls—processing included. Developed by Eastman Kodak. Price $6.00 per roll.
25 ft. double, 8mm High Speed, B&W EASTMAN KODAK, Weston 250—developed free by Eastman Kodak. 1.75
50 ft. 16mm B&W EASTMAN KODAK—developed free by Eastman Kodak. 2.00
100 ft. 16mm B&W EASTMAN KODAK—available in SUPER X and SUPER XX. developed free by Eastman Kodak. 4.00

ANSCO MOVIE FILM BLACK AND WHITE

WITH PROCESSING

8mm 25' dbl. roll $1.15
8mm 25' dbl. mag 1.75
16mm 100' available in both sound or silent..... 2.50
16mm 50' magazine..... 1.90

SPECIAL OFFERING IN 8mm AND 16mm COLOR SUBJECTS

(CARTOONS AND FAIRY STORIES)
COLOR

50 ft. 8mm $2.00
200 ft. 8mm 7.50
100 ft. 16mm 5.00
400 ft. 16mm (silent) 20.00
400 ft. 16mm (sound) 25.00

SPECIAL OFFERING IN 8mm AND 16mm SUBJECTS

(CARTOONS AND FAIRY STORIES)
BLACK AND WHITE

50 ft. 8mm $1.00
200 ft. 8mm 3.50
100 ft. 16mm 2.00
400 ft. 16mm (silent) 7.50
400 ft. 16mm (sound) 10.00

MOVIE FILM SPECIAL

100' 8mm double
Packed on 4 Camera spools 25' $1.79
processing not included

ROLL FILM

#127, 120, 620, 116, 616
Black & White, 10 for $1.95
120 & 620 color .....75¢ a roll
35mm 20 exp. Black & White .....25¢
35mm 36 exp. Black & White .....49¢
AERO EKTACHROME # 120 and #620
Weston 40 .....3 for $2.85
35mm BLACK & WHITE BULK 100 FT.
EKTACHROME 20 exp. $1.00
Super X or Double X and Plus X $1.40
35mm 20 exp. KODACHROME, 1957 dating $1.10

BULK MOVIE FILM

ASA 50
8mm x 400' dble. $5.95
8mm x 1600' dble. 22.00
CAMERA SPOOLED NO PROCESSING
8mm x 100' dble. $1.79
8mm x 25' dble. 7 for price of 6! ....60¢ each

SIZE	54 rolls	27 rolls	15 rolls
16mm x 25'	$8.95	$4.95	$2.75
16mm x 50'	19.95	10.95	5.95
*16mm x 100'	49.50	29.50	17.95

*Camera spooled

SOUND MACHINE BELL and HOWELL VICTOR

our price $149.00

AVAILABLE IN 8mm and 16mm

THE FOLLOWING FULL VERSION REELS

The 8mm is approximately 200 ft. and 16mm approx. 400 ft. each reel.

Charlie Chaplin Comedies—1 reelers—

NEW JANITOR! MABEL'S BUSY DAY, FILM JOHNNY, BETWEEN SHOWERS, CAUGHT IN THE RAIN, HIS NEW PROFESSION.—2 reelers—IN THE BAND, NITE AT THE SHOW, THE CHAMPION, THE TRAMP, HIS NIGHT OUT, DOUGH AND DYNAMITE. The price for silent is $10.00 per reel and for sound $12.50 per reel. 8mm $5.00 per reel.

MACK SENNETT BATHING BEAUTIES—

one-reelers $10.00 per reel and $20.00 for two-reelers. Full version approx. 400 ft. 16mm each. 8mm $5.00 per reel.

GRANTLAND RICE SPORTS—

available in 8mm approx. 200 ft. each and 400 ft. approx. Price 16mm $10.00 silent and $12.50 sound. 8mm $5.00 per reel. RUNNING THE SCALES, SPORT AFLOAT? GRIDIRON GLORY, BULLS EYE, SUN AND SNOW, SELF DEFENSE, MONARCHS OF THE FIELD, SON OF SWAT.

HAL ROACH COMEDIES—

Snub Pollard & other famous stars, full version—available in 8mm approx. 200 ft. $5.00 per reel—16mm $10.00 silent per reel and $12.50 sound. Approx. 400 ft.

ORIGINAL OUR GANG COMEDIES—

available in 8mm and 16mm $5.00 for 8mm approx. 200 ft. $10.00 per reel for 16mm silent approx. 400 ft. per reel—available in 1 and two reelers.

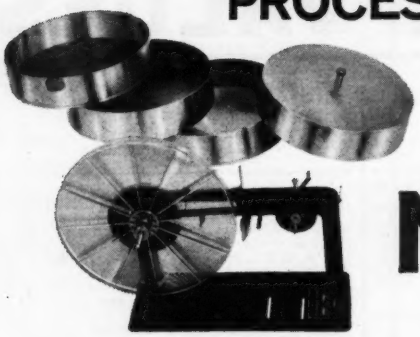
OPEN EVENINGS TILL 7. ALSO OPEN SATURDAYS.

PLEASE VISIT OUR STORE. DON'T FORGET TO INCLUDE POSTAGE.

ASTRA PHOTO PRODUCTS

243 WEST 55TH STREET
NEW YORK 19, N. Y.

MOST EFFICIENT WAY TO PROCESS CINE FILM

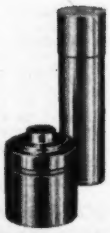


NIKOR
cine film
PROCESSING MACHINE

(16-35-46 and 70 mm film)

NIKOR DEVELOPING TANKS

for all roll and cut film sizes . . . also for multiple reel developing. Easy loading, minimum solution, daylight developing.



Simply spin the film onto the easy-loading NIKOR reel and process in the three nesting tanks provided . . . without removing film from reel even for drying. Additional tanks and reels available for quantity processing, black and white or color. Reels and tanks made of corrosion-proof 18-8 stainless steel for life-time service. Reels for all film sizes and lengths. Loading stand takes all reel sizes. *The quickest, most economical way to process film.* Available through photo dealers. Write for literature and prices.

BURLEIGH BROOKS, INC. 10 W 46th St., N. Y. 46, N. Y.

Honest Readability

EVEN DOWN TO 1/10 CANDLE PER SQ. FT.

WESTON
MASTER III

world's most sensitive exposure meter

Sensitivity doesn't mean a thing – if you can't get *precise readings.* That's why no meter compares with the Master III. It combines true WESTON sensitivity with an exclusive, *truly readable* double light scale ...and a field angle that measures just the light your camera 'sees.' Thus, the Master brings you the same precision and utility for which WESTON scientific and industrial instruments have been famous for 70 years.

1957 LENS LIST

(Continued from page 120)

50mm f/1.5 Angenieux. Angenieux, France. Preset diaphragm, **EX,** $165; non-preset, **LC,** $135

50mm f/1.5 Sonnar. Zeiss Stuttgart, Germany. **CX-NI,** $139

50mm f/1.5 Summarit. Leitz, Germany. **LC,** $195; **LM** (with adapter), $205.50; **LM** only, $198

50mm f/1.4 Nikkor. Nippon Kogaku, Japan. **NI-CX,** $151.50; **LC,** $189.50

50mm f/1.2 Canon. Canon Camera Co., Japan. **LC,** $250

50mm f/1.2 Fujinon. Fuji, Japan. **LC-CX-NI,** $199.30

50mm f/1.1 Nikkor. Nippon Kogaku, Japan. **NI-CX,** $299.50; **LC,** $315

50mm f/1.1 Zunow. Teikoku, Japan. **LC-CX-NI,** $300

52mm f/3.5 Kaligar. Kalimar, Inc., Japan. Preset diaphragm, **KA,** $99.50

52mm f/3.5 Soligor. Allied Impex, Japan. **KA,** price to be announced.

55mm f/1.9 Auto-Quinon. Steinheil, Germany. Automatic diaphragm, **EX,** $169.50

58mm f/2.4 Takumar. Asahi Optical Co., Japan. Preset diaphragm, **AH-PC-PK,** price to be announced.

58mm f/2 Auto Biotar. Zeiss Jena, Germany. Automatic diaphragm, **EX,** $162.80

58mm f/2 Takumar. Asahi Optical Co., Japan. Preset diaphragm, **AH-PC-PK,** price to be announced.

59mm f/3.5 Repro-Skopar. Voigtlander, Germany. Incorporated in copying device, **PT,** $139.50 for complete outfit.

60mm f/5.6 Distagon. Zeiss Stuttgart, Germany. Preset diaphragm, **HA,** $189.50

60mm f/1.2 Hexanon. Konica Camera Co., Japan. **LC,** $359.50

75mm f/4 Pantar. Zeiss Stuttgart, Germany. Lens component, **CN,** $71

75mm f/4 Tele-Xenar. Schneider, Germany. **RO,** $124.95; **RR,** $105

75mm f/3.8 Futar Telephoto. Futura Camera Co., Germany. **FU,** $82.50

75mm f/3.5 Xenar. Schneider, Germany. Preset diaphragm, **AL,** $109

75mm f/1.9 Primoplan. Hugo Meyer, Germany. Preset diaphragm, **EX-PK,** $135

75mm f/1.5 Biotar. Zeiss Jena, Germany. Preset diaphragm, **EX-PK,** $216.50

80mm f/4 Longar. Schneider, Germany. Lens component, **RE,** $75

80mm f/3.5 Primotar. Hugo Meyer, Germany. **EX,** $69.50

80mm f/2.8 Biometar. Zeiss Jena, Germany. Preset diaphragm, **PK,** $120

80mm f/2.8 Tessar. Zeiss Jena, Germany. Preset diaphragm, **EX,** $79.50

80mm f/2.8 Tessar. Zeiss Stuttgart, Germany. Preset diaphragm, **HA,** $170.50

80mm f/2 Xenon. Schneider, Germany. **AL,** $149

83mm f/1.9 Takumar. Asahi Optical Co., Japan. **AH-PC-PK,** price to be announced.

85mm f/5.6 Dr. Staebele. DeJUR-AMSCO, Germany. **DI,** $25; **DJ,** price to be announced.

85mm f/4.5 Isconar. Isco, Germany. **DX,** $49.50

85mm f/4 Pro-Tessar. Zeiss Stuttgart, Germany. Lens component, **CO,** $99

85mm f/4 Triotar. Zeiss Stuttgart, Germany. **CX,** $106

85mm f/3.5 Quinon. Steinheil, Germany. **BR,** $59.95

85mm f/2.8 Culminar. Steinheil, Germany. **EX-PC,** $69.50; **LC,** $84.50

85mm f/2.8 Travenar. Schacht, Germany. Preset diaphragm, **EX-PC,** $93.95; **PK-RF,** $97; non-preset, **LC,** $89.95

85mm f/2 Nikkor. Nippon Kogaku, Japan. **NI-CX-LC,** $175

85mm f/2 Sonnar. Zeiss Stuttgart, Germany. **CX,** $189

85mm f/2 Tele-Astra. Sterling-Howard, Germany. Preset diaphragm, **AX-EX-HA-MR-PC-KR,** $74.95

85mm f/1.9 Canon. Canon Camera Co., Japan. **LC,** $180

85mm f/1.5 Canon. Canon Camera Co., Japan. **LC,** $250

(Continued on page 124)

WEST GERMANY'S

finest film

All sizes come to you sealed against moisture in reusable aluminum containers

PEROMNIA 25 (250 ASA—320 tungsten) super fast with high resolution characteristics

PEROMNIA 21 (100 ASA) combines high speed with fine grain

PERPANTIC 18 (50 ASA) exceptionally fine grain for clarity in finest details

PERGRANO 14 (20 ASA) practically grainless . . . favorite for 35 mm use

Available at leading camera stores. If not obtainable in your locality, write to

Burleigh Brooks Inc.
10 W. 46th St., N. Y. 36, N. Y.
Distributor
U.S.A., Alaska, Hawaii

FREE COLOR ENLARGEMENT
with Ektachrome, Kodachrome and Anscochrome, custom quality, processed by experts.

EKTACHROME and ANSCOCHROME 120 and 620		$1.00
EKTACHROME and ANSCOCHROME 35mm	20 exp.	1.25 (mounted)
	36 exp.	2.00 (mounted)
KODACHROME	20 exp.	1.50 (mounted)
	36 exp.	2.50 (mounted)

Free Coupon Good for Wallet-Size Custom Color-Print With Every Roll Processed

EKTACHROME and ANSCOCHROME, factory fresh guaranteed reloads	20 exp.	$1.50
	5 for	6.95
KODACHROME original rolls	20 exp.	1.59
	36 exp.	2.29

DELUXE COLOR PRINTS from your transparencies . . . full 2¼ x 3¼ ..... only 35¢
Send for complete price list and mailing bags. Money back if not satisfied.

NATIONAL PHOTO LABS NEW HYDE PARK 11 N Y

STUDY PHOTOGRAPHY
COMMERCIAL • PORTRAIT • ILLUSTRATIVE
Finest professional instruction & equipment. Coed. Living accommodations secured for men. Attractive dormitory for out-of-town girls. G.I. Approved. Enter October 7, November 4. WRITE OFFICE OF REGISTRAR, ROOM 342.

RAY-VOGUE
750 North Michigan Ave., Chicago 11

Photography for PLEASURE or PROFIT

Learn at home. Spare time. Practical basic training. Long-established school. Many have earned while learning. Send coupon below for free booklet, "Opportunities in Modern Photography" and full particulars.

AMERICAN SCHOOL OF PHOTOGRAPHY
835 Diversey Parkway Dept. 1947 Chicago 14, Illinois
Send booklet, "Opportunities in Modern Photography," full particulars and requirements.

Name ..... *Age*.....
Address .....
City .....*Zone*.....*State*.....

BEST RESULTS . . . EVERY TIME!

GRA LAB MODEL 168 ALL PURPOSE DARKROOM TIMER

SYNCHRONOUS ACCURACY IN SECONDS for automatic enlarger switching control . . . IN MINUTES for film processing.
PLUS ALL THESE FEATURES IN ONE TIMER! Range from 1 second to 60 minutes in seconds . . . Giant 8" luminous dial . . . Automatic buzzer alarm . . . Dependable electric motor . . . Ideal for color film.

SEE IT AT YOUR PHOTO DEALER TODAY!
DIMCO-GRAY COMPANY
DAYTON, OHIO

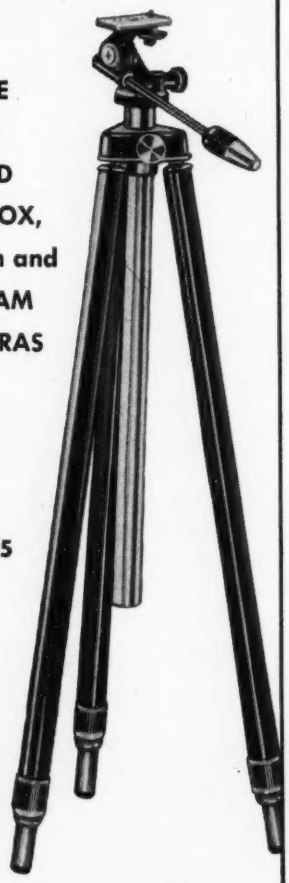
THE NEW WHITEHALL

TUDOR

SIMPLIFIED TRIPOD

. . . SO EASY TO OPERATE

A FINE BASIC TRIPOD FOR BOX, 35 mm and BANTAM CAMERAS



$12.95

The TUDOR is so simple to operate! Only one leg to pull out with center column adjustment for the exact height you want — Rotate pan head to give camera position — Tilt camera to exact angle with control handle on pan head. Your camera will fit on the TUDOR too . . . Evreway Camera plate adjusts to position any camera perfectly.

WHITEHALL TRIPODS

MADE BY QUICK-SET

QUICK-SET, INC.
8113 N. Central Park Ave.
Skokie, Ill.

1957 LENS LIST

(Continued from page 123)

85mm f/1.5 Lithagon. Enna Werk, Germany. **LC,** $199.50

85mm f/1.5 Nikkor. Nippon Kogaku, Japan. **NI-CX-LC,** $299.50

85mm f/1.5 Summarex. Leitz, Germany. **LC,** $360; **LM** (with adapter), $370.50

90mm f/5.6 Tele-Elor. Futura Camera Co., Germany. **FU,** $99.50

90mm f/4 Color Telinear. Agfa, Germany. **AM,** $79

90mm f/4 Elmar. Leitz, Germany. **LC,** $96; **LM** (with adapter), $106.50; **LM** only (in rigid non-rotating mount), $99; **LM** only (in collapsible mount), $156

90mm f/4 Special Travenar. Schacht, Germany. **LO,** $69.50

90mm f/3.5 Tele-Ennalyt. Enna Werk, Germany. **RG,** $69.50

90mm f/3.5 Tele-Xenar. Schneider, Germany. **AK** (complete with own coupled rangefinder), $89.95; preset diaphragm, **AL,** $129; **EX-PC,** $79.50; non-preset **DX,** $79.50

90mm f/2.8 Makro-Kilar. Kilfitt, Germany. Basic lens, $249.95; in mount for **HA,** $249.95; adapters for **EX-LC-PC,** $12; for **AL-RF,** $16.50

90mm f/2.5 Angenieux Type Y1. Angenieux, France. **EX-LC,** $94.50

90mm f/1.8 Angenieux Type P1. Angenieux, France. **EX,** $149.50

100mm f/5.5 Telomar. Voigtlander, Germany. Complete with reflex housing, **PT,** $159.50

100mm f/4.8 Dynaret. Voigtlander, Germany. **VT,** $79.50

100mm f/4.5 Dynaron. Voigtlander, Germany. **PT,** $89.50

100mm f/4.5 Lithagon. Enna Werk, Germany. **AG** (requires installation of interchangeable lens mount by Geiss-America), $59.50, plus $10 mount installation.

100mm f/4.5 Sandmar. Enna Werk, Germany. **AR,** $49.50

100mm f/3.5 Canon. Canon Camera Co., Japan. **LC,** $119

100mm f/3.5 Cintagon. Steinheil, Germany. **AS,** $59.50

100mm f/3.5 Takumar. Asahi Optical Co., Japan. **AH-PC-PK,** price to be announced.

SAVE ON KODAK-ANSCO-ANSCOCHROME

* PROC. INCL. KODACHROME DAYLIGHT *

35mm x 20 exp.....2.25 ea.....3 for 6.25
35mm x 36 exp.....3.25 ea.....3 for 9.25

Special **KODACHROME (Kodak Proc. Incl.)
O.D. (camera spooled from bulk)

8mm x 25' dble roll	$ 2.25 ea.	3 for $ 5.95
8mm x 25' dble mag.	$ 2.75 ea.	3 for $ 7.50
16mm x 50' mag.	$ 3.50 ea.	3 for $10.00
16mm x 100' roll	$ 3.95 ea.	3 for $11.25

AERO EKTACHROME ASA 40

35mm x 20 Exp. #120—#620.....6 for $2.50
35mmx40' Bulk $4.00; 35mmx75' Bulk $6.50
35mmx75' Bulk plus 4½ gal. dev. kit $9.00

FRESH COLOR (Proc. Incl.)	Kodachrome	Ektachrome	Ansco Chrome
8mm x 25' dble roll	$2.75	--	$2.95
8mm x 25' dble mag.	$3.40	--	$3.85
8mm x 100' Bolex dble.	$9.95	--	$9.95
16mm x 50' mag.	$5.25	--	$5.25
16mm x 100' roll	$7.95	--	$7.95
35mm x 20 exp.	$2.50	$2.15	$2.15
35mm x 36 exp.	$3.75	$3.25	$3.25

ASA 100 Super Anscochrome

35mm x 20 exp.....3 for 5.25
120 roll.....3 for 4.35

35mm x 28' ANSCOCHROME with loader.....$7.75

FRESH B&W MOVIE FILM (Proc. Incl.)

	Plus X	Super XX	Tri-X
8mm x 25' dble roll	$1.10	$1.45	$2.10
8mm x 25' dble mag.	$1.75	$1.95	$2.60
8mm x 100' Bolex dble	$3.25	$3.65	$5.45
16mm x 50' mag.	$1.75	$1.95	$3.25
16mm x 100' roll	$2.75	$2.95	$4.95

35mm x 100' Safety Film
Plus X Super XX, Infra-Red
Background X, Panatomic X $1.75; Tri-X $3.50

ROLL FILM SUPER XX—#120, #620, #127, #616, #116.....12 for $2.00

MOVIE FILM—QUANTITY DISCOUNTS
B&W ASA 50 Reversal, No Processing

8mm x 400' dble	$5.95	8mm x 1000' dble	$10.95
	54 rolls	27 rolls	15 rolls
16mm x 50'	$19.95	$10.95	$ 5.95
*16mm x 100'	$49.50	$29.50	$17.95

* camera spooled

Black & White Movie Processing Service

8mm x 25' dble. .....$ .55 ea.
16mm x 100' ..... 1.00 ea.
16mm x 50' ..... .65 ea.

KODACHROME PROCESSING

35mm x 20 exp. mtd.	$1.00	8mm x 25' mag.	$ .65
35mm x 36 exp. mtd.	1.80	16mm x 50' mag.	1.00
8mm x 25' dble roll	1.00	16mm x 100' roll	2.50

8mm NEW MOVIE CAMERAS 16mm
Up to 33⅓% discount on:
KEYSTONE, BELL & HOWELL, etc.
All models, all makes.

KEYSTONE: Capri, Bel-Air, Olympic etc.,
BELL & HOWELL: Wilshire, Companion, Monterey, Auto-8, etc.

Write for PRICES on 35mm, Reflex, Polaroid Cameras and all photographic Equipment.

LIDO FILM SERVICE, 210(M-10) Long Beach Rd.
Island Pk., N. Y. Please include postage with order

$$$$$$$ $$$$$$$ $$$$$$$$$$

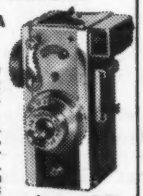
CARRY IT IN YOUR POCKET

SteKy IIIB

FOR PROFESSIONALS AND AMATEURS

FINEST 16MM SUBMINIATURE CAMERA

Weighs Under 6 oz.



Precisioned, pocketsize camera, only 2⅜" high. Economical for color or B&W. Sharp enlargements 11"x14".

f3.5 ctd Stekinar lens. Automatic film counter, 1/25 to 1/100 and B.

24 exposures per cartridge, Ansco film; B&W fine grain supreme 75c; Kodak film: Tri-X high speed 75c. Fast color Anscochrome $1.00.

Steky is internally synchronized for Flash! Comes with a complete line of companion engineered accessories.

$21.95 with genuine leather case and strap

See your dealer or write for detailed booklet M-10

WILMOT SALES
151 W 28 ST NEW YORK 1 N Y

FREE! Yellow filter with the purchase of a new Steky IIIB

ONE HAND sets up the DA-LITE SCREEN in just 6 seconds

BE A CAMERA CRAFTSMAN...

Many are needed in this big paying field and now... YOU can learn to repair cameras using manufacturers' service methods at home...in your spare time! Instructions, tools, practice equipment—everything you need is included in this approved course!

SEND FOR FREE BOOK! Write for big FREE illustrated booklet that tells you HOW!

national camera repair school MPTD

100mm f/2.8 Tele-Astra. Sterling-Howard. Preset diaphragm, **AX-EX-HA-MR-PC-KR, $69.50**

100mm f/2.8 Tele-Votar. Piesker, Germany. Preset diaphragm, basic lens, $59.50; adapters for **AL-AH-EX-HA-PC-MR-AX-KA-KR-PK-RF, $11.85; for LC-NI-CX** (uncoupled), $11.85

100mm f/2.8 Trioplan. Hugo Meyer, Germany. Preset diaphragm, **EX-PK, $75**

100mm f/2 Alpa Apochromat. Kinoptik, France. Preset diaphragm, **AL, $299**

105mm f/4.5 Xenar. Schneider, Germany. **EX-PC, $69.95**

105mm f/3.5 Xenar. Schneider, Germany. **EX-PC, $79.95**

105mm f/2.5 Nikkor. Nippon Kogaku, Japan. **NI-CX-LC, $152.50**

120mm f/2.5 Imagon. Rodenstock, Germany. Special diffused focus, **EX-HA-PC-PK-LC** (for use with housing), $134.50

125mm f/2.5 Hektor. Leitz, Germany. **LC-LM** (require reflex housing such as Visoflex), $157.50

125mm f/2.5 Telagon. Tewe, Germany. **AH-AL-EX-PC-PK-RF, $150**

135mm f/4.5 Culminar. Steinheil, Germany. **EX-PC, $69.50; LC, $75**

135mm f/4.5 Hektor. Leitz, Germany. **LC, $139.50; LM** (with adapter), $150; **LM** only, $141; in short mount for use with Visoflex reflex housing, $123

135mm f/4.5 Will-Colinar. Spiratone, Germany. In short mount for use with bellows, reflex housings, $24.95

135mm f/4.5 Telisar. Masel Co., Germany. **EX-PC, $39.95**

135mm f/4.5 Travenon. Schacht, Germany. Preset diaphragm, **EX-PC, $49.95; PK-RF, $53;** non-preset, **LC, $59.95**

135mm f/4.5 Xenar. Schneider, Germany. **EX-PC, $84.95**

135mm f/4 Special Travenar. Schacht, Germany. **LO, $99.50**

135mm f/4 Tele-Xenar. Schneider, Germany. **DX, $89.50**

135mm f/4 Triotar. Zeiss Jena, Germany. Preset diaphragm, **EX-PC-PK, $85**

(Continued on page 126)

Third edition of a book that never stopped selling!

ACHIEVE FAME AND FORTUNE AS A PHOTOGRAPHER!

Would you like to earn $300 to $1,000 a year in addition to your regular income, or many thousands on a full-time basis? The third revised and enlarged edition of Arvel W. Ahlers' famous WHERE AND HOW TO SELL YOUR PICTURES is off the press. This is the book which has given thousands of amateurs step-by-step details on how to make money from their hobby.

"My first picture sold for $35.00!"

"My first picture sold for $35.00, thanks to this book, which told me exactly what magazine to send it to and how to handle it. I am now well on my way to a steady income from my free-lance picture making as a result of the advice I get from this book". Walter Darmstadt, Cleveland, Ohio.

How to sell from the start

New edition covers questions which readers have asked the author over the last two years, as well as a survey of the picture-market as it is today.

There is a special section of advice to free-lance photographers from first-hand interviews with editors in the most important markets, explaining requirements and what pitfalls to avoid.

Published by the largest and oldest photographic book publishers in America, this book carefully avoids haphazard listings. The market guide contains nearly 1,000 *authorized* and up *to date* names and addresses of buyers of salable photographs. It includes every active market in the general magazine field; newspaper pictorial supplements; farm and livestock publications; men's interest; women's and home-interest magazines; special-interest publications; house organs, calendar and greeting card field; agencies and news syndicates. But that is only one portion of the contents. Also included is honest, detailed advice on what type of pictures to send, who to send them to, how to handle the important problems of captioning, publication rights, model releases, etc.

What reviewers said:

"Contains about as good advice as I have ever seen . . . something to read over frequently" . . . *Mabel Scacheri: New York World-Telegram and Sun.*

"A practical book for beginning freelance photographers . . . will save many false moves . . . *here is the key to successful picture selling*" . . . *Seymour Spector: Journal-American.*

"One of the most comprehensive books on the subject . . . tells how the unknown can break into the market" —*New York Times.*

"Factual information that tells you what to submit, how to print, caption and mail. . ." *Irving Desfors: Associated Press.*

Write for catalog of over 600 other photographic books.

ACT NOW **Available at Your Camera Store, or AMPHOTO 33 West 60th, New York 23, N. Y.**

in Canada: Visual Equipment Co. 5635 Clanranald Ave., Montreal 29, Quebec.

I enclose $1.95 for my copy of your new book, "Where & How To Sell Your Pictures". I want to make money taking pictures.

Name .....

Address .....

City..... State.....

(Add 3% sales tax for New York City delivery)

35MM KODACHROME
FACTORY PACKED — 1 YR. EXP.
PRICE INCLUDES PROCESSING

20 EXP.	3 ROLLS $7.89	36 EXP.	3 ROLLS 11.89
	6 FOR 14.95		5 FOR 19.59
	10 FOR 24.59		10 FOR 35.89

MOVIE KODACHROME
FACTORY PACKED — 1 YR. EXP.
PRICE INCLUDES PROCESSING

8mm		16mm	
3 ROLLS	$9.19	1 ROLL	$8.45
5 FOR	15.00	3 ROLLS	24.75
10 FOR	28.95	6 FOR	47.99
8mm MAG.	25 FT	16mm MAG.	50 FT
3 MAGS	10.95	3 MAGS	16.50
10 FOR	35.35	10 FOR	52.50

35MM ANSCOCHROME EKTACHROME
FACTORY FRESH — 1 YR. EXP.
PRICE INCLUDES PROCESSING

20 EXP.	3 ROLLS $6.49	36 EXP.	3 ROLLS 9.95
	10 FOR 19.87		10 FOR 29.95

GOLDEN GATE COLOR PRINTS

2½x3½—25c ea. 3½x3½—30c ea.
3¼x4½—35c ea. 3½x5—40c ea.
4 x 5—50c ea. 5 x 7—85c ea.
8 x 10—$1.50 EA

ANSCOCHROME & EKTACHROME DEVELOPING & MTG.
35mm—20 EXP.—$1.00 MTD.
120-620 75c PER ROLL. 3 FOR $2.00. MOUNTING 5c
EXTRA PER TRANSPARENCY INCLUDING SUPER SLIDES
ON FILM ORDERS PLEASE ENCLOSE 5c PER ROLL FOR POST

35mm SLIDE DUPLICATES
5 FOR $1.00
15 FOR 2.50

35mm EKTACHROME
(NOT AERO)
28 ft. + 8 CARTS. . $10.95
100 ft. + 35 CARTS. . . 35.95
35c post & ins

28 ft. ANSCOCHROME
FREE FILM LOADER — 1 YR. EXP.
Notched, frame numbered
8 FREE CARTRIDGES
8 FREE MAILING BAGS — ALL FOR $8.95

28 ft. ANSCOCHROME
1 — FREE Daylight Film Loader
2 — 8 Free Carts., 8 Mail Bags
3 — Price Includes Dev. & Mtg.
FOR 8 ROLLS • COMPLETE $8.95

GOLDEN GATE COLOR PRINTS P. O. BOX 46056 DEPT M10 COLE BR. HOLLYWOOD 46, CALIF.

Perrin CALIFORNIA

LENS CASES

World's finest and most complete assortment of lens cases, constructed in "California Saddle Leather" or "California Harness Leather" features: soft suede leather lining. Saddle lock stitching, concealed sponge rubber bottom protective pad, new top turned edges, new easy access opening, also equipped with camera strap loop or belt loop.

	Diam.	Length	Price
No. 1	2⅜	2	4.50
No. 2	2⅜	2¾	5.50
No. 3	2⅜	4½	6.95
No. 4	2⅜	5¼	7.95
No. 5	3⅛	2	6.95
No. 6	3⅛	2¾	7.95
No. 7	3⅛	4½	8.95
No. 8	3⅛	5¼	9.95
No. 9	Auto	2½	6.95
No. 10	Auto	5¼	9.95

For sale at better camera stores and counters everywhere

J. B. PERRIN & CO., INC.

STATIC masters

USEFUL PHOTOGRAPHIC TOOLS

1" Model $4.95

THE POLONIUM STRIP DOES THE TRICK!

3" Model $9.95

Proven BEST by 6 years use... for removing static electricity, dust and lint from negatives, transparencies, lenses and records...

Special STATICMASTER for cleaning Hi-Fi records the dry, easy way $14.95

Buy STATICMASTERS at Photographic or Hi-Fi dealers or order direct...sent postpaid—cash with order

NUCLEAR PRODUCTS CO. 10177 E. Rush Street El Monte, California

STAR-D TRIPODS

Wouldn't You Like to Own

The world's finest elevating tripod?

THE DISTINGUISHED MARK III

Continental

CONVERTIBLE TRIPOD

In one of America's great instrument plants high production machines combine with top engineering to give you this peerless tripod at the price you can afford.

The all new—Star-D Continental—a tripod, a uniped, a walking stick—all in one—

Just unscrew the tripod leg. Attach Crown Head and you have a Uniped.

WRITE FOR BROCHURE

THROUGHOUT THE WORLD THE STANDARD OF EXCELLENCE

DAVIDSON MANUFACTURING CO.

WEST COVINA, CALIFORNIA, U. S. A.

1957 LENS LIST

(Continued from page 125)

135mm f/3.8 Tele-Colinar. Arco, Japan. **LC,** $66.95

135mm f/3.5 Amatar. Spiratone, Japan. Preset diaphragm, **EX-PC,** $29.95

135mm f/3.5 Canon. Canon Camera Co., Japan. **LC,** $135

135mm f/3.5 Ektar. Kodak, U.S.A. Preset diaphragm, **HA,** $279.50

135mm f/3.5 Ennaston. Enna Werk, Germany. **BR,** $69.95

135mm f/3.5 Juplen. Gem-Klein, Japan. Preset diaphragm, **EX-PC,** $49.95

135mm f/3.5 Klaroptik. A. G. Photo Distributors, Japan. **LC,** $49.50; **LM,** $59.50

135mm f/3.5 Lithagon. Enna Werk, Germany. **AG** (requires installation of interchangeable lens mount by Geiss-America), $99.50, plus $10 mount installation.

135mm f/3.5 Nikkor. Nippon Kogaku, Japan. **NI-CX-EX-LC,** $135

135mm f/3.5 Primotar. Hugo Meyer, Germany. Preset diaphragm, **EX,** $89.50; **PK-ES,** $99.50

135mm f/3.5 Soligor. Allied Impex, Japan. Preset diaphragm, **EX-PC,** $54.95; non-preset, **LC-CX-NI,** $69.95

135mm f/3.5 Sonnar. Zeiss Stuttgart, Germany. Preset diaphragm, **HA,** $279.50; non-preset, **CX,** $146

135mm f/3.5 Takumar. Asahi Optical Co., Japan. Preset diaphragm, **AH-PC,** price to be announced.

135mm f/3.5 Tele-Astra. Sterling-Howard, Germany. Preset diaphragm, **AX-EX-HA-MR-PC-KR,** $59.59

135mm f/3.5 Tele-Ennalyt. Enna Werk, Germany. **RG,** $89.50

135mm f/3.5 Tele-Ritanar. Nargon Ltd., Germany. **EX-PC,** $79.50

135mm f/3.5 Tele-Votar. Piesker, Germany. Preset diaphragm, basic lens, $69.50; adapters for **AL-AH-EX-HA-PC-MR-AX-KA-KR-PK-RF,** $11.85; for **LC-NI-CX** (uncoupled), $11.85

135mm f/3.5 Tele-Xenar. Schneider, Germany. Automatic diaphragm, **AL,** $159; **EX,** $144.50; preset diaphragm, **PC,** $129.50; non-preset, **LC,** $114.50

This Man

Cora Wright

Can Show You How You, Too, Can Take Full Command of 35mm Photography!

George B. Wright knows as much about the NIKON camera as any man alive. In The NIKON MANUAL, he has written a complete handbook on 35mm technique. The NIKON itself is fully covered, including complete data on the equally famous NIKKOR lenses. Just as important, THE NIKON MANUAL offers a full treatment of all 35mm techniques, showing you how to get the best results from 35mm, from available light photography to the operations of developing and printing, including the latest Phenidone developing formulas used by leading photojournalists. Chapters on film, color, professional techniques, close up and copying, stereo, *data and formulary*, etc. Do you own a NIKON or any other 35mm? George B. Wright is the man who has all the answers to all your questions—in THE NIKON MANUAL. Only $5.95.

THE NIKON MANUAL

A Complete Handbook of 35mm Technique

By George B. Wright

254 Pages. Profusely Illustrated

At Your Dealer's, Or Order Direct

Add 3% Sales Tax for New York City Delivery

AMPHOTO 33 W. 60th St., New York 23, N. Y.

35mm BLACK & WHITE **SLIDES** From any size photo or negative

6¢ per frame from complete 35mm roll unmounted.
12¢ mounted
30¢ each from negatives larger than 35mm.
50¢ from photos

NOW! See your favorite snapshot on the screen!

The most thrilling way to look at your pictures is on the screen. Now all your friends can see your pictures at the same time. Slides made from any size negative or photo. Specify cardboard mounts or film strips.

NATIONAL PHOTO LABS NEW HYDE PARK 12 N.Y.

FOR YOUR FINEST PRINTS

CESCO TRAYS

PORCELAIN ENAMELED STEEL

CLEAN · WHITE · SMOOTH

COLUMBIAN ENAMELING & STAMPING CO., Inc. • Terre Haute, Ind.

35mm FINE GRAIN Developed and ENLARGED **$1.75** 20 exp. roll 36 exp. $2.25

Superb 3½ x 4½ prints on single weight glossy paper.

Factory fresh, guaranteed 35mm frame numbered reloads. Plus-X, Panatomic-X, Super-XX, Tri-X

20 exp. reloads 45¢ ea. ..... 5 for $2.00 36 exp. reloads 65¢ ea. ..... 5 for $3.00

12 EXPOSURE 120 or 620 FILM Fine Grain Developed and enlarged to 3½ x 3½ $1.30

8 exp. rolls to 3½ x 4½ ..... $ .90 15 exp. rolls to 3½ x 4½ $1.50

Send for mailing bag and complete price list of all our black and white, and color services. Money back, if not satisfied.

NATIONAL PHOTO LABS NEW HYDE PARK 10 N.Y.

135mm f/3.5 Telisar. Masel Co., Germany. Preset diaphragm, **EX-PC,** $79.50; non-preset, **LC,** $69.50

135mm f/3.5 Travegon. Schacht, Germany. **PK,** $53

135mm f/3.5 Travenar. Schacht, Germany. Preset diaphragm, **EX-PC,** $89.95; **PK-RF,** $93; non-preset, **LC,** $86.95

135mm f/3.2 Algular. Karl Heitz, Switzerland. Preset diaphragm, **AL,** $139

135mm f/2.8 Auto-Quinar. Steinheil, Germany. Automatic diaphragm, **EX,** $189.50

135mm f/2.8 Juplen. Gem-Klein, Japan. Preset diaphragm, **EX-PC,** $69.95

135mm f/2.8 Quinar. Steinheil, Germany. Preset diaphragm, **EX-PC-PK,** $149.50

135mm f/2.8 Soligor. Allied Impex, Japan. Preset diaphragm, **EX-PC,** $89.95

135mm f/2.5 Angenieux Type P2. Angenieux, France. **EX,** $179.50

135mm f/2.5 Canon. Canon Camera Co., Japan. With reflex housing, **LC,** price to be announced.

150mm f/5.5 Tele-Megor. Hugo Meyer, Germany. Preset diaphragm, **EX-PC-PK,** $55.95

150mm f/5.5 Tele-Xenar. Schneider, Germany. **EX-PC,** $64.95

150mm f/4 Kaligar. Kalimar Inc., Japan. Preset diaphragm, **KA,** $79.50

150mm f/4 Soligor. Allied Impex, Japan. Preset diaphragm, **KA,** $74.95

150mm f/3.5 Tele-Kilar. Preset diaphragm, basic lens, $147.50; adapters for **EX-PC,** $15; **LC** (uncoupled), $15; **AL,** $24.50; **HA,** $20; **RF,** $16.50

150mm f/2.5 Telagon. Tewe, Germany. **AH-AL-EX-PC-PK-RF,** $180

150mm f/2.3 Pantachar. Astro, Germany. For all single-lens reflexes, $275; with reflex housing, **LC,** $425

150mm f/1.8 Pantachar. Astro, Germany. For all single-lens reflexes, $345; with reflex housing, **LC,** $495

(Continued on page 128)

35mm COLOR SLIDE DUPLICATING
MOUNTED 17c ea.
20 FOR — $3.00

35mm COLOR DEVELOPING
ANSCOCHROME (MOUNTED) EKTACHROME 1 ROLL 1.00 / 3 ROLLS 2.50
120-620 ANSCO OR EKTACHROME 1 ROLL 1.00 / 3 ROLLS 2.00

KODACHROME
FACTORY FRESH 1 YR. EXP. DATE
PROCESSING INCLUDED IN PRICE
35MM — 20 EXP.
3 ROLLS 6.95
5 FOR 11.49
10 FOR 21.75
35MM — 36 EXP.
3 ROLLS 10.45
5 FOR 17.19
10 FOR 32.99
8MM — 25 FT. DOUBLE
3 ROLLS 8.35
5 FOR 13.50
10 FOR 26.49
16MM — 100 FT.
1 ROLL 7.65
3 FOR 22.50
5 FOR 36.90
8mm MAG. 25' DBLE. 3 MAGS.—9.99
16mm MAG. 50' 3 MAGS.—14.49
ENCLOSE 5c PER ROLL FOR POSTAGE

THIS IS PANORAM'S SPECIAL SUPER-SIZE
COLOR PRINT
ONLY 20c EACH
(FROM 35MM ONLY)

3½ x 3½ SPARKLING COLOR PRINTS 4 x 5
3x 35c ea. (FROM 120-620)
3½ x 5 (FROM 35MM ONLY) 40c ea. 6 for $2.25
4x 50c ea.
5x 5 x 7 85c ea.
8x 8 x 10 1.75 ea.
COLOR PRINT ORDERS OVER $15 RETURNED VIA AIR INSURED POSTAGE PAID
PANORAM FILM LABS DEPT. M10 1190 6th AVENUE • NEW YORK 36

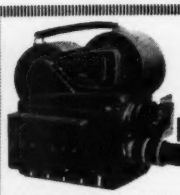
FILMS DEVELOPED
and ENLARGED JUMBO SIZE
from any size roll of film:
620•120•116•616•127•828
FAST ONE DAY SERVICE
Reliant is one of the largest photo finishers in the East giving top quality, fast service for the past 10 years. Write for free film mailing bags and price list.
ONLY 50c Per Roll Post Paid
RELIANT PHOTO SERVICE 7721 THIRTEENTH AVENUE BROOKLYN 28, NEW YORK

THE BOOK THAT SOME CAMERA STORES DON'T WANT YOU TO SEE!
OFFICIAL 35mm CAMERA RATING GUIDE
By Herbert Keppler
Here's the book that tells the truth about all major 35mm cameras!
How to buy and test all new and used rangefinder and reflex cameras and lenses from U. S., Germany, and Japan. Ratings based on actual tests.
Try your dealer first, but if he hasn't got it, send $1.95 (cloth, $2.95) (plus city sales tax if applicable) to
Modern Photography Book Store
33 West 60th New York City 23

COLOR PRINTS
2½ x 3½ 20c ea.
8 x 10 1.50 ea.
3½ x 5 35c ea.
3½ x 3½ 30c ea.
SLIDE DUPES 5 FOR $1.00 12 FOR 2.00
5 x 7 75c ea.
MODEL FILM CO. DEPT. M10, 78 W. 47 ST. NEW YORK 36, N. Y.

SPECIAL! 8mm TELEPHOTO LENS
• Coated f3.5 • 1½"
• Guaranteed
WITH THIS AD ONLY $6.50
FREE CATALOG! Save on fresh 8mm, 16mm B&W or Color Film!
SUPERIOR BULK FILM CO.
442-44 N. Wells St., Dept. MP-10, Chicago 10, Ill.

FOR THE FASTEST COLOR PROCESSING PRINTING
EKTACHROME, ANSCO & ANSCO CHROME PROCESSING
DYE-TRANSFER COLOR PRINTS
ATKINSON COLOR PRINT SERVICE
Write for Prices or Send Film:
7273 Santa Monica Blvd.
HOllywood 4-7531
Hollywood 46, Calif Dept. M



For the AMATEUR with PROFESSIONAL ideas!

AURICON "CINE-VOICE II" 16mm Sound-On-Film Camera

COMPLETE OUTFIT . . . $795.00

Play your talking pictures back on any 16mm optical Sound-On-Film projector. Money-back guarantee, you must be satisfied!

Auricon Hollywood — Write for free illustrated "Cine-Voice II" literature.

BERNDT-BACH, INC.
6918 Romaine St., Hollywood 38, Calif.

MANUFACTURERS OF SOUND-ON-FILM RECORDING EQUIPMENT SINCE 1931

SEND FOR NEW Free 48 Page BARGAIN BOOK

LISTING HUNDREDS OF BARGAINS IN BOTH NEW AND USED MERCHANDISE

ALL MERCHANDISE SOLD WITH MONEY BACK GUARANTEE

4 WAYS TO BUY

Cash • Charge • Budget • Layaway

CENTRAL CAMERA CO. Dept. MA10
230 So. Wabash Ave. Chicago 4, Ill.
☐ Send FREE CENTRAL BARGAIN BOOK

Name _____
Address _____
City _____ Zone _____ State _____

1957 LENS LIST

(Continued from page 127)

180mm f/5.5 Tele-Astra. Sterling-Howard, Germany. Preset diaphragm, **AX-EX-KR-MR-PC-HA,** $69.50

180mm f/5.5 Tele-Megor. Hugo Meyer, Germany. Preset diaphragm, **EX-PC-PK,** $82.95

180mm f/5.5 Tele-Votar. Piesker, Germany. Preset diaphragm, basic lens, $72; adapters for **AL-AH-EX-HA-MR-PC-PK-AX-KA-KR-RF,** $11.85; for **LC-CX-NI** (uncoupled), $11.85

180mm f/5.5 Tele-Xenar. Schneider, Germany. **EX-PC,** $84.95

180mm f/5 Astragon. Sterling-Howard, Germany. **AX-EX-KR-MR-PC-RX-HA,** $117.50; with reflex housing, **LC,** $211.50

180mm f/4.5 Alefar. Karl Heitz, Switzerland. Preset diaphragm, **AL,** $159

180mm f/3.5 Primotar. Hugo Meyer, Germany. Preset diaphragm, **ES,** $149.50; **EX,** $115

180mm f/2.5 Nikkor. Nippon Kogaku, Japan. Preset diaphragm, **NI** (requires Nikon reflex housing), $399.50

200mm f/4.5 Quinar. Steinheil, Germany. Preset diaphragm, **EX-PC,** $149.50

200mm Tele Ennalyt. Enna Werk, Germany. **RG,** aperture and price to be announced

200mm f/5.5 Tele-Xenar. Schneider, Germany. Preset diaphragm, **EX-PC,** $124.50; non-preset, **RR,** $199.95

200mm f/4.5 Telyt. Leitz, Germany. **LC** (for use with Visoflex reflex housing), $172.50

240mm f/4.5 Noflexar Follow Focus. Novoflex, Germany. **EX-PC-PK-AL,** $249.50

250mm f/5.6 Sonnar. Zeiss Stuttgart, Germany. **HA,** $299.50

250mm f/5.5 Tele-Astra. Sterling-Howard, Germany. Preset diaphragm, **AX-EX-HA-PC-KR-MR,** $79.50

250mm f/5.5 Tele-Megor. Hugo Meyer, Germany. Preset diaphragm, **EX-PK,** $132.15

250mm f/5.5 Tele-Votar. Piesker, Germany. Preset diaphragm, basic lens, $120; adapters for **AL-AH-EX-HA-MR-PC-PK-AX-KA-KR-RF,** $14; for **LC-NI-CX** (uncoupled), $14

250mm f/4 Nikkor. Nippon Kogaku, Japan. **NI** (requires Nikon reflex housing), $224

300mm f/5.6 Noflexar Follow Focus. Novoflex, Germany. **EX-PC-PK-AL,** $256.50; with reflex housing, **LC,** $243.50; **CX-NI,** $239.50

300mm f/5.6 Tele-Kilar. Kilfitt, Germany. Preset diaphragm, **AL,** $179; basic lens, preset diaphragm, $179.50; adapters for **EX-PC,** $15; **AL,** $24.50; **HA,** $20; **RF,** $16.50

300mm f/5 Fernbild. Astro, Germany. For all single-lens reflexes, $195; with reflex housing, **LC,** $345

300mm f/4.5 Tele-Megor. Hugo Meyer, Germany. Preset diaphragm, **EX,** $199.50

300mm f/3.5 TV Fernlinse. Telagon, Germany. **EX,** $360

325mm f/8 Holm & Jamer. Holm & Jamer, U.S.A. For all interchangeable lens single-lens reflexes, $10

360mm f/5.5 Tele-Xenar. Schneider, Germany. Preset diaphragm, **AL,** $229; **EX-PC,** $124.50

385mm f/4.5 Tele-Athenar. Century, U.S.A. For all single-lens reflex cameras, $199.50

400mm f/5.6 Fernobjektiv. Novoflex, Germany. With reflex housing, **LC,** $266; **CX-NI,** $262.50

400mm f/5.6 Fernobjektiv Follow Focus. Novoflex, Germany. **EX-PC-PK-AL,** $279.50

400mm f/5.5 Fern-Kilar. Kilfitt, Germany. Preset diaphragm, basic lens, $264; adapters for **EX-PC,** $15; **AL,** $24.50; **RF,** $16.50; **HA,** $20; **LC** (uncoupled), $15

400mm f/5.5 Tele-Megor. Hugo Meyer, Germany. Preset diaphragm, **ES-EX-PK,** $199.50

400mm f/5.5 Tele-Votar. Piesker, Germany. Preset diaphragm, basic lens, $120; adapters for **AL-AH-EX-HA-MR-PC-PK-AX-KA-KR-RF,** $16; for **LC-CX-NI** (uncoupled), $16

400mm f/5.5 Tewe. Tewe, Germany. Gunstock mount, **AH-EX-AL-PC-PK-RF,** $335

400mm f/5 Astragon. Sterling-Howard, Germany. **AX-EX-ES-HA-KR-MR-PC-RX,** $129.50; with reflex housing, **LC-CX-NI,** $133.50

400mm f/5 Fernbild. Astro, Germany. For all single-lens reflexes, $245; with reflex housing, **LC,** $395

400mm f/5 Telon. Tewe, Germany. **AL-AH-AX-EX-HA-KA-KR-MR-PC-PK-RF,** $220

400mm f/5 Telyt. Leitz, Germany. **LC** (requires Visoflex reflex housing), $465

400mm f/4.5 Canon. Canon Camera Co., Japan. **LC** (requires Canon reflex housing), $471

400mm f/4.5 Tele-Votar. Piesker, Germany. Preset diaphragm, basic lens, $220; adapters for **AL-AH-EX-HA-MR-PC-PK-AX-KA-KR-RF**, $16; for **LC-CX-NI** (uncoupled), $16

400mm f/4.5 TV Fernlinse. Telagon, Germany. **EX**, $360

500mm f/5.6 Tele-Athenar. Century, U.S.A. For all single-lens reflex cameras, $249.50; for **LC** requires reflex housing.

500mm f/5 Astragon. Sterling-Howard, Germany. **AX-EX-ES-HA-KR-MR-PC-RX**, $244; with reflex housing, **LC-NI-CX**, $348

500mm f/5 Fernbild. Astro, Germany. For all single-lens reflexes, $393; with reflex housing, **LC**, $545

500mm f/5 Nikkor. Nippon Kogaku, Japan. **NI** (requires Nikon reflex housing), $550

500mm f/5 Takumar. Asahi Optical Co., Japan. **AH-PC**, price to be announced.

500mm f/5 Telon. Tewe, Germany. **AL-AH-AX-EX-HA-KA-KR-MR-PC-PK-RF**, $395

500mm f/5 TV Fernlinse. Telagon, Germany. **EX**, $450

508mm f/5.6 Dallon. Dallmeyer, England. **HA**, $569

600mm f/6.3 Tele-Athenar. Century, U.S.A. For all single-lens reflexes, $295; with reflex housing, **LC**, $295

600mm f/5.6 Fern Kilar. Kilfitt, Germany. Preset diaphragm, basic lens, $599.50; adapters for **EX-PC**, $15; **AL**, $24.50; **HA**, $20; **RF**, $16.50

600mm f/5 Astragon. Sterling-Howard, Germany. **AX-EX-ES-HA-KR-MR-PC-RX**, $339; with reflex housing, **LC-CX-NI**, $443

600mm f/5 Telon. Tewe, Germany. **AL-AH-AX-EX-HA-KA-KR-MR-PC-PK-RF**, $725

640mm f/5 Fernbild. Astro, Germany. For all single-lens reflexes, $725; with reflex housing, **LC**, $875

800mm f/8 Astragon. Sterling-Howard, Germany. **AX-EX-ES-HA-KR-MR-PC-RX**, $449; with reflex housing, **LC-CX-NI**, $553

800mm f/8 Canon. Canon Camera Co., Japan. **LC** (requires Canon reflex housing), $796

800mm f/6.3 TV Fernlinse. Telagon, Germany. **EX**, $750

800mm f/5 Fernbild. Astro, Germany. For all single-lens reflexes, $895; with reflex housing, **LC**, $1050

800mm f/5 Telon. Tewe, Germany. **AL-AH-AX-EX-HA-KA-KR-MR-PC-PK-RF**, $895

1000mm f/6.3 Astragon. Sterling-Howard, Germany. **AX-EX-ES-HA-KR-MR-PC-RX**, $559; with reflex housing, **LC-CX-NI**, $663

1000mm f/6.3 Fernbild. Astro, Germany. For all single-lens reflexes, $1100; with reflex housing, **LC**, $1250

1000mm f/6.3 Telon. Tewe, Germany. **AL-AH-AX-EX-HA-KA-KR-MR-PC-PK-RF**, $1100

2000mm f/10 Fernbild. Astro, Germany. For all single-lens reflexes, $4500

2000mm f/10 Telon. Tewe, Germany. With reflex housing, **LC-CX-NI**, $3500

(Continued on page 137)

NEW! Amphoto-Focal Camera Guides

These Camera Guides Have Everything . . . Compact! Complete! Correct!

LEICA — Authentic, complete, reliable data on all the LEICA models and accessories. Up to the minute in every respect. Nothing is left out or left to chance. If you own any LEICA model, or intend to buy a LEICA, this book is for you. Chapters cover all operations, techniques, data. 144 pages, 5 x 8, dozens of pictures and diagrams.

RETINA—This is the book that is accepted as one of the "standards" in the field. A vast collection of information on the RETINA that goes into every phase of its operation, accessories, tables, etc. Covers latest models. Plenty of photos and explanatory drawings and diagrams. 112 pages, 5 x 8.

MINOX — Beginning with a short historical description of MINOX, you are taken on a fascinating explanation of the camera and how to use it to best advantage. There are chapters on focusing, exposure, developing, enlarging, close-up work, Minox films, flash, tele-photography, accessories, etc. Photographs and illustrations galore. 96 pages, 5 x 8.

CONTAFLEX—One of the most complete "How-To" manuals on CONTAFLEX cameras. Here's authentic information on the complete operation of the CONTAFLEX, including attachments and accessories. You get to know your camera better, and learn all the tricks that make for successful photography. Illustrated with photographs and explanatory drawings. 96 pages, 5 x 8.

The famous Focal Press Camera Guides have been completely revised and enlarged for American readers by Norman Rothschild, outstanding photographic authority. These new editions are published exclusively by Amphoto, and are known as Amphoto-Focal Camera Guides. Each book contains everything you should know about your camera. The latest models, techniques, developments are fully detailed. Beautifully printed. Dozens of photographs and diagrams. Handsome four-color cover.

Low Cost, Too! Why pay more? You get everything you need to know in the Amphoto-Focal Series. And the price per book is only..... **$1.95**

Ask for the AMPHOTO-FOCAL CAMERA GUIDES at your Photo or Bookstore, or Order Direct from . . .

AMPHOTO, 33 West 60th Street, New York 23, N.Y.

AWON PHOTOGRAPHIC DISCOUNTS !!!

All Brand New with Manufacturers' Guarantees

EXCLUSIVE—RADIANT
Portable Tripod Screens
Crystal beaded 1957 Model

With new VYNA-FLECT fabric. These screens are guaranteed for life—fireproof, fungus proof, and washable. No other screens at these prices have all these higher-priced features.

SPEC.		SPEC.	
30 x 40	$9.95	37 x 50	$14.95
40 x 40	10.95	50 x 50	15.95

Screens are shipped R.R. Expr. collect postage

Brand New
FEDERAL Enlargers
CLEARANCE CLOSE-OUT SPECIAL

	List	SPECIAL
35mm 135C, f4.5 lens	$54.95	$35.95
Model 135C, Carrying case	9.95	6.95
FOR 2¼ x 3¼ NEGATIVES		
No. 240, Diffused, f7.9 lens	$29.95	$20.95
No. 269, Diffused, f6.3 lens	$43.95	26.95
Carrying case for 269	9.95	6.95
No. 269CL, Cold Light, f6.3	$57.95	39.95
No. 311, Sgl. Cond, F4.5	$79.95	55.00
FOR 4x5 NEGATIVES		
No. 450, Diffused, f4.5 lens	$119.95	77.65

Brand New! **Famous Make**

ELECTRONIC FLASH

- Needs only 4 small batteries
- Exposure calculator dial
- Hand-Grip head for "off-the-camera" shots
- Switches easily to AC power
- GE flash tube gives constant flash value and exposure
- Comes with camera bracket, and AC line cord.
- **ONE YEAR GUARANTEE!**

List Price..$54.50 AWON SPECIAL.. $29.95

ELECTRONIC FLASH OUTFITS

BRAND NEW	Reg.	AWON PRICE
Ultrablitz Jet. A.C. or Batt	$70.00	$44.95
Ultrablitz Matador S w/batt	99.95	49.95
DeJur Mecablitz	54.95	35.95
Hershey "700" A.C. and Batt	54.95	34.95
RI DYNALITE A.C.	24.95	19.95
FR Model II, A.C. or Batt	54.50	36.95
FR Model 140, A.C.	29.95	21.95

And your old flashgun in trade

SPECIAL SALE—ALL METAL REEL CHESTS, REEL & CANS

CHEST 183—Holds 12 200' 8mm reels and cans	$2.49
CHEST 185—Holds 12 300' 8mm reels and cans	2.79
CHEST 184—Holds 12 400' 16mm reels and cans	3.69
8mm 200 ft. REEL & CAN—4 sets for	2.49
8mm 300 ft. REEL & CAN—4 sets for	2.95
8mm 400 ft. REEL & CAN—4 sets for	3.65
16mm 400 ft. REEL & CAN—4 sets for	3.65

ARGUS *Sale!*
ALL BRAND NEW—ALL LATEST MODELS

	LIST	AWON PRICE
ARGUS C-3 w/case & flash	$69.95	$47.95
ARGUS C-4 w/case & flash	99.50	69.95
ARGUS C-44 w/case & flash	117.00	81.95
SLIDE PROJECTORS		
ARGUS 300 watt, SC	39.50	29.50
ARGUS 300 watt w/Auto Changer & case	62.50	43.95

Special for ARGUS fans

SOLIGOR, top quality 135mm f4.5 telephoto for Argus C-3. Reg. 49.50 **SPECIAL—$29.95**
Auxiliary telephoto for C-3, w/case. **ONLY $9.95**
AIREQUIPT slide trays for Argus projector. 6 for $8.95.....12 for $16.95
See CLEARANCE SPECIALS (above) for big discounts on New Argus cameras.

CRAIG EDITOR *Sale!*

8mm or 16mm portable—including case. Brand New Latest model. Includes Rewind, Splicer, Baseboard and large viewing screen. ★ Regularly sold for $79.50.
AWON SPECIAL PRICE.....$49.95

EDITING EQUIPMENT

	Reg.	SALE
Mansfield 8mm Action Editor	$39.95	$18.95
Mansfield DeLuxe 8mm Portable, w/case	46.00	25.95
Kalart 8mm Action Editor	39.95	23.95
Craig 8mm or 16mm Portable w/case	79.50	49.95

All Editors include Rewind, Splicer & Baseboard

Imported Soligor Movie Lenses

In "D" Mounts for 8mm Movie Cameras
ALSO AVAILABLE FOR BELL & HOWELL CAMERAS

	Reg.	Sale
6.5mm, f1.9, W.A., Fixed	$44.95	$27.95
7mm f2.5, W.A., Fixed	29.95	16.95
1½", f3.2 Telephoto, Fixed	12.95	7.95
1½", f2.5 Telephoto, Focusing	26.95	14.95
1½", f1.9 Telephoto, Focusing	38.95	23.50
1½", f1.4 Telephoto, Focusing	49.95	26.50
1½", f1.0 Telephoto, Focusing	99.50	48.50

For Kodak 8mm Mag. Movie Cameras

6.5mm, f1.9, W.A., Fixed	49.95	32.50
1½", f1.4 Telephoto, Focusing	54.95	33.50

In "C" Mounts for 16mm Movie Cameras
ALSO AVAILABLE FOR BELL & HOWELL CAMERAS

13mm, f1.5, W.A., Focusing	89.95	61.95
17mm, f2.5, W.A., Focusing	34.95	22.50
3", f1.5 Telephoto, Focusing	99.95	68.50
3", f2.5 Telephoto, Focusing	42.50	24.95
3", f3.5 Telephoto, Focusing	32.50	18.95

8mm LENS SET—Hard ctd., 1 yr. guarantee against optical defects.
1½ f3.2 Telephoto, Focusing mount.....only $ 8.95
7mm f2.5 Wide Angle, Fixed.....only 12.95
SPECIAL OFFER—both of the above lenses only $18.95

CLEARANCE SPECIALS

LIMITED QUANTITIES! Many below dealers cost! All guaranteed BRAND NEW! First come, first served! ORDER NOW!

ILOCA Stereo II, f3.5 lenses, reg. $125	$44.95
Westar f4.5 100mm lens for Exacta, etc.	14.95
35mm Bolsey B-3 kit, f3.2 lens, w/case & flash	41.95
35mm AO Skot 300 watt projector	25.95
35mm Super Paxette, f2.8 lens, RF, w/case	37.95
Flexaret 120 Twinlens Reflex, f3.5, w/case	37.95
New ARGUS C-3, f3.5 ctd w/case & flash	47.95
New ARGUS C-4, f2.8 ctd w/case & flash	69.95
New ARGUS C-44, f2.8 ctd w/case & flash	81.95
Bower Golf 120 folding camera, f6.3, w/case	18.95
Bower X, 120 folding camera, f4.5, w/case	26.95
35mm Edixa I, 35mm, f3.5 Vario, w/case	19.95
8mm VISTASCOPE wide screen lens, list $75	55.00
16mm VISTASCOPE wide screen lens, list $125	87.50
Radiant 16mm wide screen lens for the profess.	99.50
Mansfield Auto-Splicer, 8mm/16mm, reg. $9.95	4.95
Weston Master II exposure meter w/case	18.95
KODACHROME, 35mm x 20 exp.-1957 Date, 6 for	5.25
SPOT-O-MATIC enlarging meter, list $12.50	9.75
Premier A3 Roto Dryer, 12x29, list $27.50	18.95
Airequipt Ultramatic Slide viewer, reg. $12.95	9.95
Ultrablitz Expert IV A.C. or batt. reg. $69.95	39.95
Minolta A-2, 35mm, f2.8, w/case	54.95

TRIPOD SALE!

	Reg.	SALE
Quick Set Champ II, 3 Sect., Elev., w/Pan Head	$34.00	$22.95
Quick Set Husky II, 3 Sect., Elev., w/Pan Head	47.00	32.95
Star D-18, 3 Sect., w/Pan Head	15.40	8.97
Star D Conquest, 3 Sect., Elev., w/Pan Head	21.50	13.30
Continental Mark III, 3 Sect., w/Swing Over Tilt and Monopod	25.95	16.95
SPECIAL! Quick Set Elevator, 3 Sect., w/Pan Head	29.95	16.88

SAVE $40 **BRAND NEW—LATEST MODEL**

SOLIGOR 66

Single Lens 2¼ sq. Reflex Camera Reg. $109.50
AWON SALE—$69.50 w/case
180mm f:4 telephoto lens
reg.—$74.95 AWON SALE—$54.50

50% DISCOUNT—for 8mm movie cameras

SOLIGOR LENS SETS

7mm f2.5 FF w/A 1½" f2.5 F.M. Tele	list 56.90	AWON PRICE	$28.45
6mm f1.9 FF w/A 1½" f1.9 F.M. Tele	list 83.90	AWON PRICE	$41.95

PORTABLE SLIDE FILE CASES

- For Tray & Magazine
- Fits TDC: KODAK: ARGUS: REVERE & AIREQUIPT

Model 12 (12 Trays)	Reg. $ 8.75	$5.95
Model 24 (24 Trays)	Reg. $11.95	$7.95

12 Viewlex or TDC trays (Holds 432 slides) ....$ 4.95
12 Airequipt trays (Holds 432 slides) 16.95

NEW EXPOSURE METERS

Reg.		SPEC
$9.95	Alpex Direct Reading w/case	$5.95
8.95	Sekonic Leader DeLuxe, w/case	6.50
9.95	Sekonic Compact, w/case	6.50
32.50	Norwood Director M-2	23.95
26.95	DeJur Dual-Professional	17.95
16.95	GE Mascot w/case	11.95
26.50	GE DW-68	17.95
32.50	GE PR-1 w/case	19.95
32.50	Weston Master III w/case (dem)	22.75
33.45	Weston Master II w/case	18.95
34.50	GE Guardian w/case	23.50
18.00	Weston DR, Dir. Reading w/case	12.95
	Case for any of above	1.95

DARKROOM ACCESSORIES
BRAND NEW

	List	Sale
Yankee Lordomat 20 Tank	10.95	7.28
Yankee 4x5 Utility Tank	2.95	2.10
Yankee 4x5 Agitank cut film	8.95	6.35
Yankee Safe lite w/3 Filters	4.95	3.89
Airequipt 4 Way Fixed Easel	8.07	5.65
Airequipt Dialmaster Easel 11x14	17.06	11.89
Airequipt Photocrat 4x5 Printer	14.34	9.95
Airequipt Jr. Printer 4x5	10.77	7.55
Brumberger 5x7 Adj Metal Printer	22.00	14.95
Brumberger 5x7 Safe Lite OA	5.95	4.35
Brumberger 8x10 Paper Safe	10.95	7.80
Brumberger 11x14 Paper Safe	19.95	13.39
Fedco Focus Rite Enlarging Aid	2.25	1.75
Fedco No. 100 Dryer 11½x15	9.95	6.75
Gra Lab #168 Luminous Timer	24.95	17.20
Premier A2 Roto Dryer 24x28"	49.95	33.89
Premier A1 Roto Dryer 12x29"	27.50	18.92
Staticmaster 1" Brush	4.95	3.50
Spot-O-Matic Enlarging Meter	15.00	10.97
Kodak Timer Minutes & Seconds	9.75	7.50
Kodak 35mm Day Load Tank	9.95	7.49
Morse G3 35.8 16mm Dev. Tank	34.00	26.72
Precise 11x14 Metal Adj. Easel	6.75	4.95
Carr Cut Film Hangers 4x5	.99	.69
6" all metal Trimmer	1.98	.98
BFI Chemicals 7 Minute Processing Kit	23.75	19.50
Arkay 16x20 Lordmaster Print Washer	89.50	66.69

BRAND NEW! 1957 MODEL!

AIRES III L

35mm with High Speed f 1.9 lens
with LVS Shutter

SAVE $36 on this special AWON DISCOUNT DEAL. Special features include rapid film wind, speeds ½ to 1/500 sec, full MX sync., brilliant rangefinder-viewfinder, focus from 20" to infinity.

AWON SALE $79.95

LIMITED QUANTITY! BRAND NEW

WESTAR TELEPHOTO LENS

FOR 35MM SINGLE LENS REFLEX CAMERAS
Genuine WESTAR ctd 100mm f4.5 telephoto lens. German Import. Bench tested. Specify camera.
reg. $49.95 AWON PRICE **$14.95**

YASHICA REFLEX CAMERAS

ALL BRAND NEW—LATEST MODELS—JUST ARRIVED AWON is proud to offer these highly prized imported cameras at sensational discount prices!
LEATHER CASE INCLUDED FREE!

	List	AWON PRICE
YASHICA A	$35.95	$24.95
YASHICA C, semi automatic	54.50	37.95
YASHICA A M, semi automatic with built-in exposure meter	69.95	45.95
YASHICAMAT • AUTOMATIC	85.50	58.95

KODACHROME PROCESSING

35mm x 20 exp., mtg.	$1.05
35mm x 36 exp., mtg.	2.05
8mm x 25 ft. dble.	1.05
8mm x 25 ft. mag.	.65
16mm x 50 ft. mag.	1.05
16mm x 100 ft. roll	2.55

All film returned via insured mail.
Check or Money Order must accompany film.

BELL & HOWELL *Sale*
ALL BRAND NEW—ALL LATEST MODELS

	LIST	AWON PRICE
8mm MOVIE CAMERAS—roll film		
Wilshire #220, f2.5 lens	$ 39.95	$ 29.95
Monterey # 252, f2.5 lens	49.95	36.95
Companion #134W, f2.5 lens	89.95	64.95
Sportster #134V, f1.9 foc mt lens	129.95	89.95
Auto-8 Voyager #172B, f2.5	134.95	94.95
Auto-8 Explorer #172A, f1.9 foc mt	199.95	138.50
Monterey de luxe 252B f1.9	59.95	42.00
16mm MOVIE CAMERAS—magazine		
Electric Eye #200EE f1.9 foc.	299.95	224.95
Case for above	30.00	21.45
Auto Master #200TA turret f1.9	289.95	219.95
8mm PROJECTORS		
Monterey #253 500 watt	79.95	56.95
Monterey #253 AR 500 watt	99.95	69.95
Regent #122 LC 500 watt	159.95	112.95
Regent de luxe #122 LR 500 watt	179.95	127.95
16mm PROJECTORS		
Statesman #273, 750 watt	199.95	142.95
Filmosound #385C 1000 watt, sound	479.95	346.95
SLIDE PROJECTORS		
Robomatic, all auto. 500 wt, w/case	149.50	108.00
Headliner #303, w/case	59.50	42.95
Headliner #303 w/remote control & case	83.00	66.50
TDC 2D w/airflow case	79.50	55.45
Streamliner 500 watt w/case	89.50	65.50
Streamliner Duo 500 wt. for 2x2 & 2¼ sq.	84.50	62.95

Brand New! Famous

SOLIGOR Reflex Camera Outfit

featuring the Soligor I—Twin lens Reflex with f3.5 ctd. lenses; Speeds to 1/300; FX Synch; Ground Glass Focusing; Geared Coupled Focusing Lever; Body shutter release.

CAMERA & leather case list price— $42.90 AWON SALE— **$21.95**

SOLIGOR Model III Outfit

SEMI-AUTOMATIC film transport, split-image rangefinder plus ground glass focusing. Complete with Model III camera, case and flashgun. An AWON Special.

total list $75.85 AWON SPECIAL $34.95

REFLEX 66 .....List $99.50 Demonst. $69.50

AWON FILMS

Postage & Insurance must be prepaid. Items marked "FREE" must be requested at time of purchase to be acknowledged.

108-M West 29th Street, New York 1, N. Y. LA 4-6376

AWON FILM DISCOUNTS !!!

108-M West 29th Street
New York 1, N. Y. LAckawanna 4-6374

This 1958 dated film is in its original sealed package *fully guaranteed by the manufacturer. Day. or Tung. Price includes processing & mounting (35mm).*

Size Lots of 3—EA.	Kodachrome
8mm x 25' dble. roll ...	$2.65
8mm x 25' dble. mag. .	3.50
16mm x 50' mag.	5.25
16mm x 100' roll	7.75
35mm x 20 exp.	2.45
35mm x 36 exp.	3.80

BULK FILM SPECIAL

1—Brand New Daylight Film Loader
100'—fresh dated negative film
5—film cartridges

$5.95

MOVIE FILM

Fast, fine grain, B & W panchromatic ASA 50.
Prices include new fast processing service.

8mm x 25' dble. roll	$1.10
BOLEX 8mm x 100' dble. roll	3.50
16mm x 50' mag.	1.75
16mm x 50' mag. Plus X or XX	2.00
16mm x 100' Ansco	2.75
16mm x 100'	2.50
16mm x 100' Kodak Plus X	2.95
16mm x 100', Sound, ASA 50	3.40
16mm x 50' roll, Plus X	1.50
16mm x 100' Kodak Super XX ASA 100.	3.25
8mm Mag. B. & W.	2.00
16mm x 100' Sound Perf	3.25
16mm x 100' Tri X Sound Perf	5.25

BUY SIX . . GET ONE EXTRA FREE

CUT FILM HOLDER

Standard Double

Fits all Graphics and other cameras with standard press-type spring backs.

	Reg.	SPEC.
2¼x3¼	$ 3.85	$ 2.79
3¼x4¼	3.99	2.89
4x5	4.12	2.99
5x7	4.71	3.39
• 8x10	13.00	10.40

Minimum Order—3
• No Minimum Required

AWON CHOPS KODAK PRICES

ALL BRAND NEW—ALL LATEST MODELS—Awon dares to discount even Kodak Equipment—Order Now!

	LIST	AWON PRICE
KODAK CAMERAS		
KODAK SIGNET 35mm outfit	$ 91.45	$ 64.00
KODAK SIGNET 35mm, f3.5 lens	75.00	49.50
KODAK RETINA IIIc 35mm, f2	190.00	112.00
KODAK STEREO outfit	97.25	69.95
KODAK STEREO camera	84.50	58.00
KODAK DUAFLEX IV	16.95	12.00
KODAK DUAFLEX IV flash outfit	23.75	15.95
BROWNIE HAWKEYE flash outfit	14.95	10.95
KODAK HOLIDAY flash outfit	9.95	7.10
KODAK PONY 135 model C, f3.5	36.50	27.00
KODAK PONY 135 model C outfit	49.95	36.95
KODAK SIGNET 40, 35mm, w/flash	69.00	49.95
KODAK MOVIE CAMERAS		
KODAK BROWNIE 8mm model II, f2.7	29.95	21.00
KODAK BROWNIE 8mm model II, f2.3	37.50	26.95
KODAK BROWNIE 8mm model II, f1.9	44.50	31.95
KODAK BROWNIE turret 8mm f1.9	79.50	56.00
KODAK MEDALLION 8mm mag. f1.9 foc	144.50	95.80
KODAK K100 16mm f1.9 lens	279.00	210.00
KODAK K100 turret 16mm f1.9 lens	315.00	240.00
KODAK PROJECTORS		
CINE KODAK Showtime 8mm projector	115.00	77.95
CINE KODAK showtime w/variable speed control	129.50	89.95
BROWNIE "300" 8mm movie proj	62.00	43.00
BROWNIE "500" 8mm movie proj	74.50	52.00
KODASCOPE ROYAL 16mm movie proj	275.00	199.95
KODASLIDE SIGNET 35mm slide projector 300 watt w/f3.5 lens, auto changer	69.50	49.95
KODASLIDE SIGNET (above w/500 watt)	82.50	59.95

Ask for the AWON DISCOUNT PRICES on all equipment

BULK MOVIE ASA 50

8mm x 400' dble. ..$8.95 8mm x 1600' dble. ..$22.00

On Camera Spools . . . No processing
8mm x 100' dble. $1.79
8mm x 25' dble. 7 for price of 6! .....60c ea.

—MOVIE—QUANTITY DISCOUNTS—
B&W ASA 50 REVERSAL. NO PROCESSING

SIZE	54 Rolls	27 Rolls	15 Rolls
16mm x 25'	$8.95	$4.95	$2.75
16mm x 50'	19.95	10.95	5.95
*16mm x 100'	49.50	29.50	17.95

*On Camera Spools

Black & White Movie Film Processing Service
8mm x 25' Dble. .....$ .55 ea.
16mm x 100' .....$1.00 ea.
16mm x 50' .....$ .65 ea.

★ ★ FREE! ★ ★

With every film purchase of $25 or more—Except Kodachrome or Anscochrome—you get a FREE 1 year subscription—$4 value—to Modern Photography or another Camera magazine of our choice.

ANSCO COLOR 1956 DATE

Daylight or Tungsten

35mm x 112' $18.95
35mm x 50' 9.95
35mm x 27½' 6.95
35mm x 20 exp. in metal cartr. 1.20 ea.
6 for $5.50 12 for $10
35mm x 50' Tung $8.95
35mm x 20 exp. Tung .....6 for $4
620 Tungsten .....6 for $2.00

POLAROID FILM

Type 31 (Model 80) .....6 rolls for $ 7.00
Type 32 (Model 80) .....6 rolls for $ 8.00
Type 41 (Model 95A, 700, 110)..6 rolls for $ 9.00
Type 44 (Model 95A, 700, 110)..6 rolls for $10.95

MICROFILE

Perforated or Unperf.
35mm x 100' $1.98
16mm x 100' 1.75

KODAK SUPER XX ROLL FILM

127, 120, 620, 116, 616 on AWON spools 6 rolls for only **$1.00**

Sale-Westinghouse
FLASHBULBS
per CASE OF 120

#5	(per case)	$ 8.95
#2	(per case)	7.95
SM	(per case)	11.95
5B	(per case)	12.95

AERO EKTACHROME FOR MOVIE FANS—ASA 40

8mm x 100'—$4.75 16mm x 100'—$4.75
3 for $13.25 Proc. not Incl.

NEW—ANSCOCHROME ASA 100

This is the genuine SUPER HIGH SPEED Color Film just released by Ansco. Be first to use this fast film. 1958 date. Original pack.

	LIST	AWON PRICE
35mm x 20 ex.	2.35	3 for $5.98
120 roll	1.75	3 for 4.50

Aero EKTACHROME

ASA 40 with 1½ gallon processing kit

5¼ x 20' $5.95
5¼ x 40' $7.95
7 x 18' $5.95
9½ x 40' $9.95
35mm x 37½' $5.95

EXTRA—Free compensating filter with any of above.

SPECIAL—4½ gallon Ektachrome processing kit $3.95

EKTACHROME KIT—ASA 40

Original sealed carton includes 5½"x40' film, two 1½ gallon processing kits and 4 filters.

SPECIAL—$5.00

HIGH SPEED MOVIE

ASA 200, '58 date, Proc. Incl.
8mm x 25' Roll.....$2.45 ea.; 3 for $7.05
8 or 16mm x 100' roll..... 5.70 ea.; 3 for 16.20

16mm x 400' BULK KODAK REVERSAL MOVIE FILM

ASA 24 Single or Double Perforation $6.95
ASA 50 Single or Double Perforation $6.95
SUPER XX (ASA 100) Double Perforation $7.95

BAIA 8mm Film Slitter

ONLY **$5.45**

Stop using razor blades. This slitter is a precision instrument with forged steel self-sharpening blades

Bulk ANSCO COLOR daylight or Tung. #534 1955 DATE

35mm x 100' $11.95
35mm x 50' 6.50
35mm x 27½' 4.00

KODAK Negative Safety

Kodak Plus X or Super XX Microfile, Infrared, Ansco Supreme or Background X.
35mm x 100 ft. $1.98 each
FREE: 100' of ASA 24 with each 100' of above.
Kodak Background X (ASA 24) or Kodak Infrared . . . 35mm x 200 ft. .....$1.50 ea.

SPECIAL OFFER!

Slightly outdated
AERO EKTACHROME
ASA32 • 35mmx75'
$4.95

THIS MONTH'S SPECIALS

- 70mm x 100', Super XX film.....$ 2.95
- 120 & 620 Kodacolor.....3 for $3.00
- Telephoto Lens, 8mm., 11½", f3.5 ..... 4.95
- Wide angle lens, 7mm, f3.2, F.F.....$11.95
- Cardboard Stores Mounts 100 for 3.50
  1000 for 26.50
- Ansco 35mm Cardboard Mounts . . . 100 ..... 1.00
  1000 for 8.50
- Daylight BULK FILM LOADER & 5 cartridges.. 4.95
- ANSCO 120 Super Pan Press or 620 Supreme .....12 for $3.00
- KODACHROME 135, 20 Exp. Type A, includes Kodak Processing.....3 for $4.50
- KODACHROME 828 (proc. incl.).....3 for $3.00

All film out dated unless otherwise stated.
20% DEP. on all C.O.D. PLEASE U. S. Excess

USE KODACHROME TYPE A FILTER—TUNG 35mm McGREGOR Color or DYNACOLOR

'57 date. Proc. & Mtg. Inc.

36 Exp. .....3 for $8, 6 for $11
20 Exp. .....3 for $5, 6 for $9
12 Exp. .....6 for $4.75

AERIAL FILM

Recent date! In original metal containers.

LINAGRAPH Ortho Weston 24, 35mm x 100' 98c ea.
3 15/16" x 61" 5 for $1.10
INFRARED (Weston 50) 9½" x 75".....$4.00
5¼" x 20".....2 for $1

KODAK XX

5¼"x20' 79
5½"x50' 1.20
7"x18' 1.00
9½"x75' 7.95
9½"x200' 14.95

KODAK TRI-X

5"x250' 6.95
5½"x50' 1.20
9½"x75' 7.95
9½"x200' 14.95

CUT FILM SPECIALS

3¼x4¼ Superpan Press or Isopan (25 shts) .....3 boxes for $3.50
4x5 PX film packs.....3 for $3.75
4x5 E.K. Commercial (25 shts).....3 for $3.50
4x5 Kodak Infra Red (100 shts).....$1.00
5x7 E.K. Portrait Pan, Panatomic X, Superpanchro Press type S (25 shts).....3 for $5.95
8x10 E.K. Contrast Proc Pan (25 shts)..... $1.98
8x10 Ansco Process (25 shts)..... 1.98
8x10 KODAK Infra Red (25 shts)..... 2.50
10x12 E.K. Commercial (10 shts)..... 1.98
11x14 Contrast Proc Pan (10 shts)..... 1.98

LANTERN SLIDE PLATES

These are exposed and developed just like contact or enlarging paper. After developing, these plates can be used in your slide projector or mounted in a frame and backed by any colored paper for the effect you desire.

36 glass plates per box
2x2.....2 boxes for $1 3¼x4.....2 boxes for $1
11x14.....6 per box $1.50

Fresh ASA 50 Aero Ektachrome

35mm x 20 exp. .....$1.50 ea. .....4 for $5
Processing included
35mm x 40' Bulk ...$5.00; 35mm x 75' Bulk ...$7.50
35mm x 75' Bulk plus 4½ gal. devel. kit ...$10.00

ANSCOCHROME, 1958 DATE ASA 32

35mm x 100' (orig factory pack) $30.00
35mm x 28' (orig factory pack) w/loader 7.00
35mm x 20 exp. .....$1.35 ea. .....4 for 4.98
120 or 620 original pack .....3 for 3.00
16mm x 100' roll (incl. proc.) .....$8.25 3 for $24.00
8mmx100' dbl, orig pack (no proc) .....3 for 17.95
16mmx100', orig package (no proc) .....3 for 17.95

COLOR CUT FILM SPECIALS

4x5 Ektachrome (10 shts).....$2.50
4x5 Ektacolor B (10 shts)..... 1.95
5x7 Ektachrome (10 shts)..... 2.95
8x10 Ektachrome (10 shts).....3.95 ea.
.....3 for $10.00
4x5 Ansco Color (Tung) (10 shts).....1.50 ea.
.....6 for $6.00

PAPER SALE

CONTACT PAPER—less than 1c a print

4x5" SWGL (200 shts) #2, 3.....$1.00
8x10½", SWGL, (100 shts) #0, #4.....2.50
8x10½", SWSM, (250 shts) #0, #1, #5.....2.75
11x14", SWGL, (50 shts) #1, #4, #5..... 2.00
10x10" SWSM #1, 4.....1 box (100 shts) 98c
8x10" LWSM #1.....(100 shts) 1.00
18x22" LWSM #1, 2 .....1 box (50 shts) 1.98
20x24" SWSM .....(50 shts) 1.95
Ad-type LW Flex. SM. 40"x30', #3.....$2.00
Kodak Linagraph, 7"x600'.....$2.95
Kodak Linagraph, 8"x200'..... 1.95
14x17" LWSM #1, 2, 3.....1 box (50 sheets) 1.25
11x14" LWSM #2, 3, 4.....1 box (50 sheets) .95
8x10" LWSM #1.....1 box (100 sheets) .89
8x10½" LWSM #3.....1 box (250 sheets) 1.98
7½x7½" SWGL #4.....1 box (250 sheets) 2.95

ENLARGING PAPER

10x10" SWSM Varigam (250 shts).....$6.95
9¾x200' SWSM #1, 2.....2.95
10x10" SWSM #3 (100 shts)..... 3.95
8x10" SWGL #1, 5 (100 shts)..... 3.95
20x24" SWGL #1 (50 shts)..... 6.95
11x14" SWGL Varigam.....1 pkg. (10 sheets) .98
ANSCO COLOR PRINTON—8x10" .....(12 shts) 4.95

SPECIAL AWON OFFER! Bulk Film Special!

35mm x 100' Kodak TRI-X.....$3.90
35mm x 100' B&W ASA 24 .....98c
35mm x 100' Kodak Ortho Fox film $1.50
35mm x 100' Ansco ASA 50 .....$1.90
16mm x 400' Positive Film $3.95

35mm Fresh Bulk Negative Safety

Kodak Plus X, Super XX, Kodak Weston 24 or DuPont #1, #2 or #3—100'.....$1.98 ea.; 400'.....$7.50

35mm x 20 Exp. Cart.

Plus X or Super XX or Tri-X or Infra Red or Microfile .....6 for $1.50; 12 for $2.50

Send 25c for complete 52 page catalog listing all photo equipment at unbeatable prices!

Cut your own 4 x 5 SHEETS! $6.95 roll

Kodak 5" x 250' TRI-X, ASA 200

10x12—Original Box of 10 sheets—98c
Kodak Contrast Process Pan.

11x14—Original Box of 12 sheets—98c
Kodak Portrait Pan.

CUT FILM AND FILM PACK SPECIALS!

4 x 5 Ansco Process
Excellent for copy work. 25 shts. per box. 100 shts—$8.00
4 x 5 Infrared 100 shts—$3.00
8 x 10 Ansco Process Pan 100 shts—$3.95
Kodak Matrix (10 shts) 10x12—98c 11x14—$1.25

BRAND NEW! For 8mm, 16mm and 35mm MORSE G-3 DEVELOPING OUTFIT

List $34.50 AWON PRICE—$25.95

Please include postage with all your orders.
20% DISCOUNT on all new cameras, projectors, etc.
Before you buy . . . get our low price . . . write now

AWON FILMS

108-M West 29th Street, New York 1, N. Y.

PHOTO MART . . .

NEED CASH IN A HURRY?
GET A LOAN ON YOUR CAMERA OR EQUIPMENT

Don't sacrifice your pet camera in a forced sale or poor trade! Simply send us your idle equipment and indicate how much desired—any amount $5.00 to $5,000.00.

Only exclusively photo finance house in U.S.A.

- Speedy same day service.
- Lowest legal rates—Two years to repay.
- Licensed by Comm. of Mass. Boston Lic #479.

Write for our latest listing of unredeemed new and used cameras and accessories at wholesale and below wholesale prices.

◆ Special rates to photo dealers. ◆

PHOTO FINANCE CO.
373 Washington St., Boston 8, Mass. • Hancock 6-5231
"A QUARTER CENTURY OF BROKERAGE EXPERIENCE."

PROFESSIONAL BUYER

Will provide photographic equipment for you at quantity price plus nominal service fee. (except items strictly price-fixed). No dealers please. Minimum transaction $150 list. Payment after receipt of goods. Buyer is bonded and will furnish client testimonial in your vicinity.

Additional references:

Dun & Bradstreet — U. S. Dept. of Agric.
Chamber of Commerce — State of Texas
First National Bank

Full guarantee plus 10-year non-profit contract. Send inquiry in duplicate, itemized, showing list prices. Enclose air postage and your telephone number.

CAMERA BUYER
Colchester 21, Connecticut

BIG DISCOUNTS FRESH KODAK COLOR FILM

	List	Special
35mm x 20 exp. Kodachrome	1.85	1.37
35mm x 36 exp. Kodachrome	2.60	1.94
35mm x 20 exp. Ektachrome (Specify daylight or type F)	1.85	1.37
8mm x 25' roll Kodachrome	2.40	1.74
8mm x 25' mag. Kodachrome	3.75	2.94
16mm x 50' mag. Kodachrome	5.95	4.75
16mm x 100' roll Kodachrome (Specify daylight or type A)	7.15	5.52

Include 25c for Handling & Postage
MINIMUM ORDER 5.00

FREE Amazing Bargains
SAVE up to **65%**

Greatest array of Bargains ever assembled in one catalog. Completely illustrated and accurately described. Unconditionally Guaranteed.

UNITED CAMERA EXCHANGE
HURRY! Get your FREE catalog now and SAVE.
265 Madison Ave.
Dept. M10
New York 16, N. Y.
Branches: 1140 Sixth Ave.—83 Chambers St.

convenient! fast! low cost!
COLOR PRINTS
and film processing by mail

Color films deserve the best—depend on the world's largest direct mail color processors. Send for free mailer and price list.

COLOR FILM PROCESSING	COLOR PRINTS AND DUPLICATES
Anscochrome, Ektachrome, or Super Anscochrome— 35mm 20 exp, 2¼, 127, or Superslides, mounted $1.25	2½ x 3½ ..... $ .25
	3½ x 5 ..... .45
	5 x 7 ..... 1.00
	8 x 10 ..... 2.00
Unmounted 1.00	35mm duplicates . .25
Kodachrome-20 exp . 1.50	Sorry we do not ship COD

COLORFAX LABORATORIES • INC
Authorized Ansco Color Laboratory
1160-M Bonifant Street • Silver Spring, Maryland

20 EXPOSURE 35MM. RELOADED CARTRIDGES 30¢

KODAK TRI-X — SUPER XX
NEW PLUS X, A.S.A. 80
20 EXP.—30c Ea. 36 EXP.—50c Ea.
Bulk $4.25 per 100 ft.—$2.25 per 50 ft.

NEW EKTACHROME or ANSCOCHROME
(From fresh factory packed bulk)
A.S.A. 32, 20 Exp. $1.50 4 for $5.50

ANSCO COLOR A.S.A. 10
20 Exp. $1.25 Ea. 3 rolls $3.50

OUR GUARANTEE—You must get results equal to factory packed film or money refunded. Please add 10c extra per order to cover postage and packing. No C.O.D.

EASTERN PHOTO LABS, Dept. "B"
1405 N. Charles St. Baltimore 1, Md.

PROCESSING OF KODACHROME FILM

"Valued Shots Deserve Our Care"

20c COLOR PRINTS
2½x3½ From your transparency!
4x5—50¢ | 8x10 -1.95
5x7—95¢
3½x5 . . . 40¢
White Border

35mm dev & mtd 20 exp $1
36—1.75
8mm mag MOVIE 75c
Roll-Type 1:10

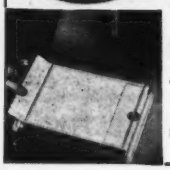
ANSCHROME
EKTACHROME
ANSCOCOLOR
75c
120,620 dev
35mm (20 exp) dev & mtd.

MASTER COLOR LABS
Send for Free Mailer
GPO Box 30L, Newark 1, N. J.

De HYPO PRINT WASHER

Efficiency Plus for Sink or Bathtub
Nothing to Rust or Break
Professional Results
ONLY $2.50

SPEED-EZ-ELS



Compact—No Adjustments
Easy Focusing—No Eyestrain
6 Popular Sizes—Budget Priced
Special Sizes on Request
At Better Dealers Everywhere

A. J. GANZ CO.
Los Angeles 36, Calif.
See These Fine Items At All Better Camera Shops

NEW JEN-DIP SAVES YOU $16.00

Change white bulbs to blue for better controlled color shots.

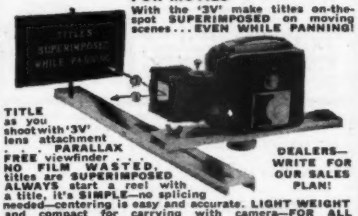
- Dip bulb in Jen-Dip Blue Label
- Dries in 5 Seconds
- Coats 400 Lamps

New Pouring Spout Beaker
ORDER TODAY $1.50 with Beaker

JEN, 419 W. 42 St., N. Y. 36, N. Y.
NEW FREE flash guide Send self-ad stamp. envel.

3V & PANORAMIC TITLER FOR MOVIES

With the '3V' make titles on-the-spot SUPERIMPOSED on moving scenes . . . EVEN WHILE PANNING!



TITLE as you shoot with '3V' lens attachment
PARALLAX FREE viewfinder
NO FILM WASTED, titles are SUPERIMPOSED ALWAYS start a reel with a title, it's SIMPLE—no splicing needed—centering is easy and accurate. LIGHT WEIGHT and compact for carrying with camera—FOR ALL CAMERAS 8 & 16mm—use indoors or out. '3V' KIT $19.50. TITLER $29.50 in combination $39.50 ppd. (including board, 100 letters & figures, light unit & instructions). *Dealers write for our sales plan!*

DEALERS—WRITE FOR OUR SALES PLAN!

DAVIS & SANFORD CO., INC.
Dept. M, 25 Avenue E., New Rochelle, N. Y.

Now! Economical Color Prints With Beautiful Xmas Folders
AT PRICES YOU CAN AFFORD

2¼ x 3¼
12 for ..... $ 3.25
25 for ..... $ 6.00
50 for $11.50
100 for $22.00
3¼ x 4½
12 for ..... $ 8.00
24 for $11.00
50 for $21.00
100 for $40.00
All prints from one transparency.

Color Prints
4 x 5 ..... 50c
2¼x3¼ 25c
3¼x4½ 45c
5x7 ..... 1.00
8x10 ..... 2.00
11x14 ..... 5.00
16x20 ..... 12.25
Min. Order 1.50
No C.O.D.

Ansco, Anscochrome, Ektachrome
COLOR FILM PROCESSING
20 exp. 35 mm. mtd.....Roll 1.00
120-620 .....Roll 1.00
Kodachrome Processing (20 Exp.)----------$1.35 mtd.

CANYON COLOR COMPANY
Box 36536 • Los Angeles 36, Calif.

KODACHROME FILM—GUARANTEED FACTORY FRESH PROCESSING NOT INCLUDED

35MM-20 EXPOSURES	3 for $ 4.35
35MM-36 EXPOSURES	3 for $ 5.85
8MM-25' roll	3 for $ 5.55
8MM-25' Magazine	3 for $ 9.00
16MM-50' Magazine	3 for $14.10
16MM-100' Roll	2 for $10.80

INCLUDE ESTIMATED POSTAGE
SUELL PHOTO SUPPLY, Box 6852, Dallas, Texas

Shoot Color! Make Money!

We sell your pictures to a demanding market. Picture ideas furnished. Coaching service offered. Make $100-400 per subject. Write today!

AMERICAN COLOR AGENCY
7130 HOLLYWOOD BLVD. HOLLYWOOD 46, CALIF.

DOLLAR Special

20 WALLET SIZE or 10 POSTCARDS or 4-5"x7" or 2-8"x10"
FOR $1.00 FROM YOUR NEGATIVE OR PICTURE
ORIGINALS RETURNED UNHARMED

DAYTON PHOTO LAB
P. O. BOX 931M • DAYTON 1, OHIO

COLOR SLIDE DUPLICATING

35mm Mounted
Finest quality, sharpest reproduction. One of the West's oldest color slide duplicators.
20c EACH

24 Hour Color Film Processing
Ansco, Anscochrome, Ektachrome
QUALITY COLOR PRINTING ALSO AVAILABLE

STEDCO PHOTO
7610 Melrose Ave., Dept. M, Los Angeles 46, WE 6-0658.

PHOTO MART...

KODACOLOR
developed & enlarged

8 EXP. FILM developed enlarged to 3½x5 $2.25

12 EXP. FILM developed enlarged to 3½x3½ $3.25

YOU SAVE UP TO 40%

25¢ cash credit for each negative not printed

SEND FOR COMPLETE PRICE LIST & FILM MAILERS
24-HR. SERVICE — MAIL FILMS TO

BELL COLOR LABS
Dept. N, ENGLEWOOD, N. J.

The Short-Stop that's never exhausted!

Edwal SIGNAL SHORTSTOP
CONCENTRATE

Warns by color change when *nearly* exhausted so you can replenish or replace it. New double strength concentrate makes 2 qts. per oz.
8 qt. size (4 oz. concentrate) $ .49
32 qt. size (16 oz. concentrate) $1.10
($1.15 west of Rockies)

EDWAL SCIENTIFIC PRODUCTS CORP.
420 W. 111th Street • Chicago 28, Illinois

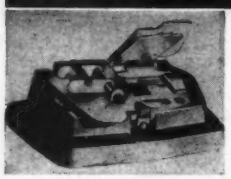
LOW PRICES!
COLOR PRINTS 20¢

2¼x3¼ ..25c (ANY TEN 20c EACH). SQUARE 120-620 FILM WILL BE MADE 2¼x2¼.
3x4 .35c • 5x7 . $1.00
4x5.. 45c • 8x10... 2.00
FILM DEV. ANSCO OR EKTA $1.00
DEV. BY KODAK: KODACHROME 20 EXP. 1.35; KODACOLOR FILM .70; KODACOLOR PRINT .27
MINIMUM ORDER $1.00. INCLUDE POSTAGE.

35mm DUPES 20¢ PER SLIDE

WASHINGTON COLOR PHOTO
P. O. BOX 1605 • WASHINGTON 13, D C

Hollywood STAINLESS STEEL Splicers



AUTOMAT only $7.95

(Free descriptive literature on request)

10 day money back guarantee order at your local camera store or

SCHOEN PRODUCTS
15029 S. Figueroa, GARDENA, CALIF.

Superb XMAS CARDS from your 35MM COLOR SLIDE
at history-making LOW PRICE

100 supersize 2½ x 3¼ COLOR enlargements **$12.95** incl. post.

SUPERB quality. SELF-STICKING back for instant mounting. Many uses. Made from your own favorite 35mm, 828 or stereo COLOR slide. Beautiful Christmas cards for mounting prints. 25 for $2.50. Sept. orders —25 extra prints FREE. Send 10¢ for samples.
SEEING IS BELIEVING.

COLOR-CHROME Dept. M-1, Box 231 BARRINGTON, ILL.

P&J COLOR PRINTS

8x10 - $1.50 EA.
From Any Size Transparency

COLOR PRINTS
2¼x3¼ ..25c ea.
3¼x4½ ..50c ea.
4x5 .....75c ea.
5x7 ....$1.00 ea.
11x14 $4.75 ea.
16x20 $12.00 ea.

Color Prints with Xmas Folders From One Transparency

2¼x3¼	3¼x4½
12 for $ 3.25	12 for $ 5.00
24 for $ 6.00	24 for $11.25
48 for $11.50	48 for $21.50
100 for $22.00	100 for $40.00

35mm Color Slide Duplicating . . . . 25c ea. Mounted

Ansco, Anscochrome, Ektachrome Processing
20 exp. 35mm. mtd. or 120-620...ROLL 1.00

Kodachrome Processing (20 exp.) .....$1.35 mtd.
Minimum Order 2.00—No C.O.D.
Box 46125 • Los Angeles 46, Calif.

Unusual Color Titles

Put ZIP into your shows. Delight your friends with a humorous "professional" touch. For real showmanship, introduce these titles at the right time and wait for the raves. Different–cleverly designed 2 x 2 color slide titles—using pretty Hollywood models. ACT NOW— Set of 4-$1.50. Free Catalog and sample slide title—Send 25c to cover mailing.

HOLLYWOOD SPECIALTY PRODUCTS
6253 Hollywood Blvd., Suite 1028
Dept. M10, Hollywood 28, Calif.

FILMS DEVELOPED & ENLARGED

8 JUMBO PRINTS in Album ONLY **45¢**

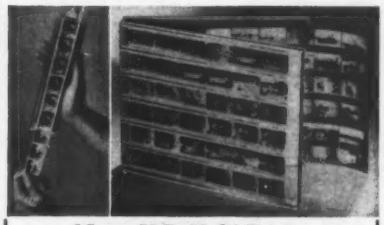
12 exp. Roll	.65c
16 exp. Roll	.85c
20 exp. Roll	1.10
36 exp. Roll	1.65
35MM B&W Reloads	.70c
20 Wallet size photos from your favorite photograph or negative	$1
35mm Ansco Color, Dev. & Mtd.	.65c
Ansco. Ekt. 120-620 Dev.	.75c

FREE MAILER

SEND POSTCARD FOR FREE MAILER TODAY

Quality Guaranteed or Money Refunded

Mel's PHOTO Box 106-C B'klyn 20, N.Y.



35mm M.P. Multi Printer
Automatically holds and aligns film strips. You make multiple prints the Fast, Safe, Easy, Professional way. Free brochure on request.
Model A. One exposure, 36 prints on 8x10" contact or enlarging paper.....$9.95
Model B, Continuous strip, 6 frame printer.....$3.95
Sent Post Paid in U. S. A. Money back if not satisfied.
M.P. Mfg. Co., Box 79, Dept. M, Brooklyn 23, N. Y.

"THE PROFESSIONAL FINISH"
— EXCLUSIVE FINE GRAIN —
WIDEST CHOICE 35 MM & ROLL FILM SERVICES • BLACK & WHITE and COLOR
FREE Price List & Mailers
AMATEUR FOTOGRAPHIC SERVICES INC.
126 W. 46th St., New York 36, N. Y., Dept. M

DEVELOP YOUR OWN COLOR—SAVE!

DEVELOPING KITS
for NEW ANSCOCHROME and ANSCO COLOR for Home Use.
Parcel Post wgts: 1-qt.—3 lbs., 6-qts.—6 lbs.

Qt. size—3 for 3.25 (1.29 ea., 6 for 6.00)
3½-Gal. size (wgt 22 lbs.) sent express collect only 7.95

Write for Film & Paper Bargain Listing
DELPRO SALES CO., Dept. M-2, Smithtown, N. Y.

COLOR PRINTS WITH CHRISTMAS CARDS
From One Transparency

2¼ x 3¼		3¼ x 4½	
10 for	$ 3.00	10 for	$ 5.50
25 for	$ 6.75	25 for	$12.50
50 for	$12.50	50 for	$22.50

WALLET SIZE PRINTS 25¢

3¼ x 4½	50c	4 x 5	75c
5 x 7	90c	8 x 10	$2.00
11 x 14	4.50	16 x 20	12.50

2¼ x 3¼

Kodachrome Processing (20 Exp.).....$1.35 mtd.

COLOR PROCESSING Ansco, Anscochrome, Ektachrome
35mm-20 exp. mtd Roll $1.00
120-620.....Roll $1.00

COLOR SLIDE DUPLICATING Ea. 25¢ Min. Order $1.00. No C.O.D.

Premier Color Co.
P. O. Box 46176
Cole Branch • Los Angeles 46, California

HAND DEVELOPING
CUSTOM MADE BLACK & WHITE GLOSSY JUMBO PRINTS

8 exp. rolls enlarged to 3½x5	$1.03
12 exp. rolls enlarged to 3½x3½	1.23
16 exp. rolls enlarged to 3½x3	1.43
20 exp. rolls enlarged to 3½x5	2.00
36 exp. rolls enlarged to 3½x5	3.60

From 127, 120, 620, 116, 616, 828 & 135. Reprints, 3½x5 10c. 3½x3½ 9c. 3½x3 8c ea. Refunds for unprinted negatives. Checks or M.O. No stamps or C.O.D. On your 2nd order special ½ price.
C. H. HUTCHINS
1 PHILA ST., SARATOGA SPRINGS, N. Y.

---

10 Color Slides $1
HOLLYWOOD MOVIE STARS HOMES

10 colorful slide views of famous movie stars homes including James Stewart, Jack Benny and Mary Livingston, Jean Hersholt, Ann Sothern, Pat O'Brien, Ronald Coleman, Walter Pidgeon, Joan Crawford, and Frank Sinatra. List of hundreds of other 10 cent color slide sets sent with order.

SLIDE CO. BOX 1031, CANTON, OHIO

ANSCOCHROME HEADQUARTERS!

35mm (20 Exp.) Factory Notched Film only 1.10
INCLUDE 4¢ FOR POSTAGE & INS. EA. ROLL

Ansco & Ektachrome 120, 620, (Unmtd.) 35mm (20 Exp.) Developed & Mounted only 75¢

FULTON CAMERA EXCHANGE
148 FULTON STREET NEW YORK 38, N. Y. Dept. M

Index your color slides with NUMBATABS

•••NUMBATABS keep your slides in sequence, right side up . . . save time . . . embarrassment. Makes for smooth professional showings. Index your stereo slides, film holders, negatives, lens filters, motion picture reels.

Numbers 1 to 100 . . . 25¢
Numbers 1 to 500 . . $1.25
Numbers 1 to 1000 . $2.50
Four alphabets . . . . . 25¢
Available in the following colors: Red, Blue, Green, Orange, or Black. Specify color when ordering.

All Orders Postpaid.

NUMBATABS • P. O. Box 111 • Rochester 1, N. Y.

PHOTO MART...

8 X 10 COLOR PRINTS $2.00

All Orders Returned 1st Class

ANSCOCHROME & EKTACHROME rolls processed—120, 620 and 20 exp. 35MM (mounted).....$1.00
KODACHROME — 20 exp. $1.25
35 MM duplicates 20c each
KODACOLOR C processed 90c roll. Prints 27c each, 5x7—$1.25, 8x10—$3.00.
Minimum Order $1.00—No C.O.D.

LOW PRICED COLOR PRINTS

2¼x3¼		.30c
3	x3	.40c
3	x4½	.50c
4	x5	.75c
5	x7	$1.25

ACME COLOR PHOTO LAB.
Box 6025-M Minneapolis, Minnesota

STANRITE SUPERPOD GEARED TWO WAYS... FROM $19.95

Horizontal gear for smooth movie panning. Geared for fast elevation up-down action. Extra 90° tilt on panhead. Ball level, many new features that have never been offered on any tripod before.

WRITE FOR FREE 24 PAGE CATALOG

THE MOST AMAZING TRIPOD EVER MADE

Dept. M
TESTRITE INSTRUMENT CO., Inc.
135 Monroe St., Newark 5, N.J.

5¢ COLOR PRINTS

BRILLIANT • LIFE-LIKE • The BEST money can buy!

2¼ x 3¼.....5 for $1.00
3¼ x 4½.....5 for $2.00
5 x 7.....5 for $4.00

From any size transparencies.

Our improved color process gives you the best color prints possible. Guaranteed Quality!

Fast Service

Send film or write for information on complete color service

MULTI-COLOR COMPANY
P.O. Box 54, Northridge, California

GUARANTEED
PHOTO FINISHING

8 EXPOSURES 40¢ Custom Photo Finishing Absolutely Guaranteed
8 exp. dev. and 1 JUMBO Album Print of ea. 40c
12 exp. 50c, 16 exp. 70c 35mm 36 exp. fine gr. dev. and jumbo pts. $1.10 INTRODUCTORY OFFER ONLY!
FAST SERVICE • FREE MAILER ON REQUEST
FLASH FOTO BOX 36-F
PARKSVILLE STA. BROOKLYN 4 N. Y.

YOU CAN MAKE MOVIE TITLES IN SIX COLORS!

Write today for a FREE A-to-Z Sample Title Test Kit. Make titles that are different . . . better and tailored to your taste. Try our method . . . FREE.

● Complete color or B&W Outfit $6.50 ●

A-to-Z MOVIE ACCESSORIES
175 Fifth Ave., Dept. M, New York 10, N. Y.

Ektachrome-Anscochrome

(one year dating)

20 EXP. DAYLIGHT A.S.A.32 RELOADS

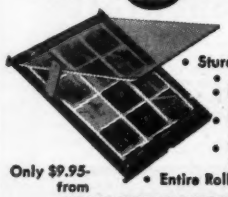
1 ROLL —$2.25
2 ROLLS— 4.25
3 ROLLS— 6.25

Price includes processing and mounting.

Dept A
TRU-COLOR LAB • Box 38604
Vine St. Sta. Hollywood 38, Calif.

PRINT YOUR ENTIRE ROLL OF FILM ON ONE 8" x 10" SHEET!

with the HP FILM PROOFER



- Sturdy solid metal base
- Anti-reflection finish
- Optical-glass pressure plate
- Built-in paper & negative hold-down
- Works with any size film—35mm to 620
- Entire Roll proofed in one step!

Only $9.95- from
HUDSON PHOTOGRAPHIC INDUSTRIES, Inc.
Croton-on-Hudson, New York

The Non-Allergic
No Stain Paper Developer

Edwal VELVET

DEVELOPER CONCENTRATE

Made with amazing new Phenidone. Can be safely used by most persons who are allergic to ordinary developers. World's most concentrated. 1 oz. makes 16 oz. *At all better dealers.*
½ gal. size (4 oz. concentrate) $ .49
2 gal. size (16 oz. concentrate) $1.10
($1.15 West of Rockies)

Edwal SCIENTIFIC PRODUCTS CORP. 420 W. 111th St. Chicago 28, Ill.

8mm or 16mm Movie DUPLICATES

* from your originals .... 11c per foot *

KODACHROME COLOR or BLACK & WHITE

Protect your valuable originals, run duplicates
8mm Enlarged to 16mm. 14c per finished foot
16mm Reduced to 8mm. 14c per finished foot
*Mail us your original films with cash, check or money order, and we guarantee the BEST duplicates possible. QUICK SERVICE, TOP VALUE, SATISFACTION. Minimum Order $5.00

Hollywood **MOVIE LABS.** Dept. M
12522 Ventura Blvd., Studio City, California

SUPER ANSCOCHROME 100 ASA

PROCESSING INCLUDED IN PRICE
FACTORY PACKED—1 YR. EXPIRATION

20 EXP. MTD.		120-620.	
1 ROLL	$2.95	1 ROLL	$2.29
3 ROLLS	8.15	3 ROLLS	5.99
10 ROLLS	25.85	10 ROLLS	18.85

KODACHROME

PROCESSING INCLUDED IN PRICE
FACTORY FRESH-1 YR. EXP. DATE

35 mm—20 EXP.		8mm MAG. 25 FT. DBLE		35 mm—36 EXP.	
3 ROLLS	6.99	3 MAGS.—	9.99	3 ROLLS	10.49
10 FOR	22.00			10 FOR	32.49
8 mm—25 FT. DOUBLE		16mm MAG. 50 FT.		16 mm.—100 FT.	
3 ROLLS	6.25	3 MAGS.—	14.59	1 ROLL	7.59
10 FOR	26.29			3 FOR	21.99

ON FILM ORDERS PLEASE ENCLOSE 5c PER ROLL FOR POSTAGE & HANDLING

WESTERN PHOTO SALES BOX 4-[illegible] Los Angeles 54, California • [illegible]

MOVIE FANS

8mm and 16mm DUPLICATES

16mm Reduced to 8mm • 8mm Enlarged to 16mm

COLOR .....9c ft.
B&W .....4c ft.
(Min. Order $3.50)

REVERSAL PROCESSING
16mm x 100 ft. ---$1.00
16mm x 50 ft. --- .75
8mm ..... .50

MAIL ORDER ONLY • FAST SERVICE
COMET FILM SERVICE P. O. Box 447
Great Neck, New York

Finest **COLOR PRINTS**
Lowest Prices in the EAST!

Prices are for one or any number of different films.
5 for $1.00 . . . .2¼" x 3¼"
5 for $2.00.....3¼" x 4½"
5 for $4.00.....5" x 7"

Our modern laboratory has the latest equipment that guarantees the finest, brilliant color print QUALITY money can buy. Prints from any size transparencies. Try us . . . we guarantee satisfaction. FAST SERVICE.

Send film or inquire about our complete color service.

Cardinal COLOR
Box 5044, Albany, New York

Prices Include Processing	Ansco-Chrome ASA 100	Ansco-Chrome ASA 50	B&W ASA 200	B&W ASA 50
8mm roll	$2.85	$2.35	$1.65	$ .90
8mm mag.	3.50	3.00	2.35	1.50
16mm mag.	4.00	3.60	2.50	1.50
16mm 100' roll	7.50	6.65	4.50	2.25
8mm 100' Bolex	8.00	7.00	5.00	2.75
35mm 10 exp.	1.35	1.00	—	—

On Anscochrome, Specify Outdoor or Indoor

REGENT FILM CO.
200 W. 57th ST. N.Y.C. 19

Xmas Cards with your own color prints

From One Transparency

2¼ x 3¼		3¼ x 4½	
12 for	$ 3.25	12 for	$ 6.00
25 for	$ 6.00	25 for	$11.25
50 for	$11.50	50 for	$21.50
100 for	$22.00	100 for	$40.00

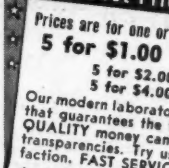
COLOR PRINTS

2¼ x 3¼	25c
3¼ x 4½	50c
4 x 5	60c
5 x 7	85c
8 x 10	$1.75
11 x 14	4.75
16 x 20	12.00

ANSCO, ANSCOCHROME EKTACHROME COLOR PROCESSING
$1.00 Roll 120-620 or 35mm. 20 exp.
Slide Duplicating. 25¢ ea.
Kodachrome Processing (20 Exp.)--------$1.35 mtd.

VALLEY COLOR LAB
Box 36538—Los Angeles 36, Calif.

Automatic Daylight Developing Tank



- Processes up to 200 Ft.
- 8mm-16mm-35mm
- Movie—X-Ray—Microfilm
- Motor Driven—Portable
- Tough plastic tanks
- Uniform Density Assured
- 70mm tank also available
- Guaranteed

Write for Free Literature. Dept. M
Micro Record Corp. 487 South Ave. Beacon, N. Y.

---

35 MM Developing

BEAUTIFUL Quality PRINTS PERFECTION GUARANTEED!

NOT DOLLAR PRODUCTION—SPECIAL ATTENTION EACH NEGATIVE!

Films fine grain developed, vaporated to prevent scratching. Enlarged to 3¼ x 4½, 36 exp., glossy paper $1.50. Double weight portrait paper $2.25. 20 exp. roll glossy $1.10—1 Day Service. New film, 36 exp. 60c. 20 exp. 40c. Write for Free Mailers!
MINICAM PHOTO LABS., LACROSSE 20, WISCONSIN

FREE	FROM SLIDE, WITH THIS AD.
COLOR	ADDITIONAL 3½" X 5" WHITE BORDERED PRINTS 39¢ EA. 3 FOR $1.00 WALLET SIZE 29¢ EA. 4 FOR $1.00
PRINT	VA. COLOR P. O. Box 7 Richmond, Va.

PHOTO MART . . .

Sunset COLOR LAB

5x7 COLOR PRINT 85c ea.
(From 35mm only)
Color Prints from 1/2 35mm to 4x5 Trans.
2¼x3¼ ---------25c
3¼x4¼ ---------50c
4x5 ----------75c
5x7 ----------$ 1.00
8x10 ---------$ 2.00
11x14 --------$ 4.50
16x20 --------$12.50
Color Slide Duplicating ----25c ea.
Kodachrome Processing (20 Exp.)---------$1.35 mtd.

XMAS SPECIAL
Color Prints With Xmas Folders and Envelopes
2¼x3¼
12 for $ 3.50
25 for $ 6.75
50 for $12.50
100 for $23.00
3¼x4¼
12 for $ 6.60
25 for $13.00
50 for $25.00
100 for $45.00
From One Transparency

Ansco • Anscochrome Ektachrome
COLOR PROCESSING
35mm-20 exp. Mtd. $1.00
120-620 ------ROLL
Min. Order 1.50—No C.O.D.

SUNSET COLOR LAB
Box 46415, Dept. M • Los Angeles 46

8 mm Film "POCKET VIEWER"

Views up to 50 feet of 8 mm film without projector or screen. The most precision-made, economical and convenient viewer on the market.

BUY THE M-5 VIEWER at photographic stores or order direct... sent postpaid, cash with order. ONLY $5.95

AIDS incorporated
Box 223, Dept. M.P.-2
211 Arena St. • El Segundo, Calif.

BETTER BUYS at DUMONT

35mm BULK FILM LOADER 100 ft. capacity ----only $4.80
BROWNIE HAWKEYE FLASH OUTFIT Reg. $14.95----special 10.86
BROWNIE STAR FLASH OUTFIT Reg. $9.95----special 7.24
ANSCO CHROME EASY LOADER (8x20 Exp. Rolls)----special 7.35
AIREQUIPT MAGAZINE 12 for $18.00----spec. each 1.59
ARGOFLEX 75 GIFT KIT Reg. $23.50----special 16.56
POCKET ELEVATOR TRIPOD with Case: Reg. $16.95----special 11.25
RETINA LONGAR LENS Reg. $75.00----special 55.95
RETINA CURTAR LENS Reg. $55.00----special 40.95
RETINA OPTICAL 35-80 View Finder, Reg. $14.50----special 11.25
100mm ARGUS C.3 TELEPHOTO Lens: Reg. $49.50----special 34.95
35mm ARGUS C.3 W.H. LENS Reg. $49.50----special 34.95
DUMONT'S HI FI RECORDING TAPE ¼"x600 ft. ----special 1.35
¼"x1200 ft. ----special 1.98
SCOTCH RECORDING TAPE ¼"x600 ft. ----special 1.50
¼"x1200 ft. ----special 2.35

Please include sufficient pstg. with Your Remittance. Otherwise Balance will be C.O.D.

DUMONT CAMERA EXCHANGE
150 East 34th St., Dept. 1910, New York 16

SELL YOUR PICTURES

thru FPG, world's largest photo agency, founded 1937. We can use 1. Color transparencies, all subjects (4x5 or larger). 2. Story-telling layouts, black and white, color or both. 3. Black and white singles. Only top quality photography acceptable. Send samples with prepaid self-addressed return envelope.

FPG 110 W. 32nd St., New York 1, N. Y.
Free Lance Photographers Guild, Inc.

Mailing Glass Mounts? Use "SLIDE-PAK"

The mailing case that requires no packing, wrapping or tying. Insert slides, snap on the cover and mail. Simple—easy—safe. Thousands sold. Ask for circular.

Sizes:	Price each
"A"—holds 8 2x2 (35mm) slides	$1.00
"B"—holds 4 2x2 (35mm) slides	.75
"C"—holds 4 2¼x2¼ slides	1.25
"D"—holds 4 Stereo slides	1.00
"E"—holds 12 2x2 (35mm) slides	1.50
"H"—holds 4 2¼x2¼ & 4 2x2 slides	1.50

EDWARD GROSZ
1213 West Liberty Ann Arbor, Michigan

RICHARD PRINT WASHERS

For both—amateur and professional. Prints kept moving, can't stick. Sturdy STYRON construction. Save time and water. Two sizes. 18 inch—60 DW 8 x 10's washed clean in 20 minutes. 30 inch—125 DW 8x10's washed clean in 20 min. Low cost. Ask your dealer.

WRITE FOR FREE FOLDER

18" DELUXE $24.95
30" PROFESSIONAL $64.50

RICHARD MFG. CO.
5914 N. NOBLE AVE.
VAN NUYS, CALIF.

IT'S THE "FINISH" THAT COUNTS

CHINACOLOR

FINISHED LIKE FINE PORCELAIN

PRINTS WALLET SIZE 2¼ x 3¼ Now 25¢

3¼x4¼ -----45c
4x5 ----------50c
5x7 ----------1.00
8x10 ---------2.00
For Smart Display Folders add 40¢ ea. for 8x10. Other sizes, add 30¢ ea.

DUPLICATE COLOR SLIDES 25c
Made from 35mm Originals in Ready-mounts.

FILM PROCESSING
Ektachrome or Anscochrome 120-620; 35mm (mtd.) $1.00
Kodachrome, 20 exp. ----1.50
36 exp. ---- 2.50
Free mailing bags.

NORMAL 3 DAY SERVICE MINIMUM ORDER $1.00

CHINACOLOR LABORATORIES
Dept. 710-B, 715 Kennedy NW, Washington 11, D. C.

Learn NEGATIVE RETOUCHING

Now for the first time in the history of Photography you can get a complete book on Negative Retouching—FULLY ILLUSTRATED—70 pages describing in detail HOW TO DO IT: • Modeling • Spotting • Blending • Collecting • Proof Retouching • Etching • Commercial & Theatrical Retouching.
Plus a full set of paper negatives. A full refund if returned in good condition in 5 days. Send for yours today. $1.95

DE GORE PHOTO PLAQUE CO.
Dept. F, 3723 Fullerton Ave., Chicago 47, Ill.

325mm f8 TELEPHOTO LENS
Wt. 8 oz.

For EXAKTA, PRAKTIFLEX, PRAKTICA and all 35mm single lens reflex cameras with focal plane shutters. Introductory price $10.00 postpaid. Guaranteed.

Name Camera for Literature

HOLM & JAMER MANORVILLE 2, N. Y.

Professional Color Processing

	Processing & Film	Processing Only
Anscochrome, Ektachrome		
35mm (20 exp.) mounted	$3.35	
120 rolls in sleeves	2.75	$1.75
Super Ansochrome		
35mm (20 exp.) mounted	3.80	
120 rolls in sleeves	3.25	1.75
Kodachrome		
35mm (20 exp.) mounted	3.35	1.50
Sheet Film (4x5 or smaller)	N.A.	.65

Custom-quality processing by the very same color experts that pros rely on — NOW available to all who demand the very best. Your processed color film returned within 48 HOURS, ppd. 1st class. FREE! Foolproof Mailing Bag.

kurshan & lang Color Service, Inc.
10 E.46 St., N.Y. 17 Dept. M-10

FUSSY about your 35 MM. FINISHING?

For Deluxe Quality—try "VALUE"
Tired of run-of-the-mill finishing? We'll add that "EXTRA TOUCH" to your B & W prints by our customized processing: • Exacting fine grain developing plus special chemical hardening to prevent scratching of your films • Careful individual printing of each negative on double weight Velvet Luster Portrait-type paper (large 3½"x5" size). 20 exp. roll $1.75. 36 exp. roll $2.75. Free mailers. 48-hr. lab. service.

VALUE 35mm LABS P.O. Box 38-X C.I. Station Brooklyn 24, New York.

CAMERA RIOT!!

Amateur — — Professional
Still—Movie—Projectors—Accessories
Send for price Lists

MOGULLES Camera & Film Exchange
112 West 48 Street
N. Y. 36, N. Y., Dept. M26

FREE CATALOG

96 Pages—Largest Assortment
PHOTO FRAMES • MOUNTS • ALBUMS and MAILERS
WRITE TODAY! Fastest Service! Lowest Prices!
INTERNATIONAL SALES CO. Dept. MP
414 E. Baltimore St. • Baltimore 2, Maryland

Classified Ads . . .

Classified Want Ads may be inserted in MODERN PHOTOGRAPHY by any reliable individual, camera dealer, or specialty house. To avoid chance of error, submit copy typed. Terms: 55¢ a word. Each word, including each item in the address, counts as one word. Send cash with order. 5% discount for 6 consecutive insertions, 10% discount for 12 consecutive insertions, if entire bill is paid in advance. Forms close on the 15th of the third month preceding date of issue. For example: August 15th is deadline for November issue.

cameras, accessories for sale

CANADIANS send for bargain list, new & used equipment. Simon's Camera Inc., 11 Craig West, Montreal, Canada.

PROFESSIONAL Buyer will procure photographic equipment for you at quantity price. Nominal service fee (except items strictly priced-fixed). No dealers please. Minimum transaction $150.00 list. Bank escrow payment plan without charge. Buyer is bonded, Dun & Bradstreet rated and will furnish references in your vicinity. Charter Member Chamber of Commerce, also PSA and Bank reference. Full guarantee plus 10-year non-profit service contract. Send inquiry in duplicate enclosing large air return envelope. Include your telephone number. Camera Buyer, Colchester 20, Conn.

CHICAGO'S LARGEST CAMERA TRADING CENTER—Cameras, lenses, accessories—purchased, sold, traded—by mail, new or used! OPEN EVENINGS for Chicago visitors! CHROMOPTICS, 943 N. State, Chicago 10.

INTEGRITY in photographic retailing, Altman's, 16 So. Wabash, Chicago 3, Ill.

SOMETHING FOR NOTHING!! Not here, but you get what you order, and you get it promptly, Altman's, 16 So. Wabash, Chicago 3, Ill.

NO TRICKS, NO GIMMICKS, price conscious, reliability, service, huge inventory, it's IN STOCK, Altman's, 16 So. Wabash, Chicago 3, Ill.

CHICAGO VISITORS, stop in and see the store being acclaimed the finest in photographic retailing anywhere in the world, Altman's, 16 So. Wabash, Chicago 3, Ill.

FINE LENSES! COMPARE PRICES! 8" f/2.9 $32.50, 14" f/5.6 $34.50, 20" f/6.3 $47.50, 36" f/6.3 $85.00. Aeroektars $42.50. Baer's, 741 State, Lancaster, Pa.

DISCOUNTS TO 50% except fair trade items—Cameras, Hi-Fi, projectors, tape recorders. Individual quotations only. No catalogs. Conmar Camera & Hi-Fi, 121-07 237th Street, Rosedale 22-M, N. Y.

GET OUR PRICES FIRST! 6¢ stamps brings bargain catalog. IMPERIAL, Dept. M1, 34 Park Row, New York 38.

ADAPT any reflex to 35mm. 25¢. Bily, 103 Fifth Avenue, St. Charles, Illinois.

wanted to buy

ALTMAN'S is too big to "play games." You will get what we offer for your equipment—not a new and lower offer once the equipment gets here, Altman's, 16 So. Wabash, Chicago 3, Ill.

ALTMAN URGENTLY NEEDS FINE USED CAMERAS, LENSES, ACCESSORIES. If you want to deal with one of the largest and most respected firms in photographic retailing, and want prompt action, send your equipment in, or write for an offer, Altman's, 16 So. Wabash, Chicago 3, Ill.

ALTMAN'S is known for fast action, no delays, no stringing you along, Altman's, 16 So. Wabash, Chicago 3, Ill.

ALTMAN'S is especially interested in the following cameras, their lenses and accessories: Bolex, Bell-Howell, Leica, Nikon, Exakta, Linhof, Retina, Contaflex, Contax, Hasselblad, Canon, Alpa, Miranda, Super Ikontas, Minox, Rolleicords, Rolleiflex, Pentacons, Hexacon Supremes, Praktinas; send in, or write for an offer. We guarantee fair prices and unusually fast action, Altman's, 16 So. Wabash, Chicago 3, Ill.

HIGHEST PRICES PAID for Leica, Contax, Rolleis, Polaroid, Movie Cameras, Projectors. Ace Camera Exchange, 136 East 58th Street, New York MP-22, N. Y.

IMMEDIATE AIRMAIL PAYMENTS—Chicago's Largest Camera Trading Center offers TOP PRICES for Cameras, Lenses, Accessories in excellent condition! CHROMOPTICS, 943 N. State, Chicago 10.

GET CASH BY RETURN MAIL! We pay highest prices for broken jewelry, old gold, gold teeth, watches, diamonds. Send package or write CEL-MAX, Inc., Dept. D, 582 So. Main, Memphis, Tenn.

CAMERAS, Projectors, Lenses. Highest Cash Airmailed immediately, Satisfaction or merchandise returned prepaid. Transactions fully insured. Established 1920. Reliable Camera Exchange, 515 South Main Street, Los Angeles 13, California.

camera repairs

FOREIGN—Domestic Camera Repairs—15 years experience; six years with inventor of Contax (Zeiss) assure 100% efficient service by highly qualified technician. Internal synchronization installed on Contax, Leica, Rollei, etc. Factory authorized Service Station for most American Manufacturers. Strauss Photo-Technical Service, 930 F St., N.W., Washington, D. C.

CANON CAMERAS—Complete service, all models. Work guaranteed. Send camera for estimate. International Camera Corp., 847 W. Adams, Chicago 7, Illinois.

NEOPRENE coated curtains installed in Leica, Exakta, Foth, Korelle, Canon, Nicca, Nikon. B&V Camera Repair Service, 21 E. Van Buren St., Chicago 5, Ill.

SPECIALISTS in Foreign and Domestic Camera Repairs. Flash Syncro and Rangefinders repaired. All repairs guaranteed. Chicago Camera Specialists, 17 N. State St., Chicago 2, Ill.

photo supplies

MODEL Releases—100 $1.00. Studio, Box 1143, Santa Barbara, Calif.

ALBUMS! Wedding, Commercial. Photographer and customer's names in gold. MOUNTS, Sales Aids. Free catalog! Crestwood, 3601 West 71st, Kansas City, Missouri.

PHOTOMOUNTS: Send $2.00 large assortment Folders, Easels. WEDDING ALBUMS. Wholesale Price Lists. Robin Mounts, 262 W. 22nd St., New York.

photo finishing

NO NEGATIVE? Send $1.00 for new negative and two 5x7 enlargements, from snapshot, colorslide, colorprint, stereoframes, tintype, movieframe (two 4x5). Projectionslide from any picture or negative 3 black and white one dollar. Colorslide from any colorprint, tinted drawing 4 two dollars. 20, 36 exp. direct positivefilm delivered and developed. Curiophoto, 1187 Jerome Ave., New York 52.

PHOTOMURAL COLOR SPECIALIST. Murals custom colored to your instructions. 20"x24"—$17.00, 20"x30"—$20.00, 24"x30"—$23.00, 30"x40"—$27.00, 40"x60"—$42.00. Made from your photo, negative or transparency. Deal directly with the Artist. Peter A. Tavera, 27 Howard Avenue, Bristol, Conn.

PHOTOMURALS. Any size in black and white, sepia or full color. Choice of thousands of negatives. Catalog 50¢. Photomammoth Murals, Dept. 10-MP, 12048 Vanowen Street, N. Hollywood 7, California.

stereo photography

AMERICA'S MOST BEAUTIFUL STEREOS. Free Illustrated catalog. Colonial, 247D, Swarthmore, Pa.

Sell what you have, fast, thru an ad in these columns! Over 200,000 ready-and-able-to-buy camera fans read these pages closely, for bargains and hard to get merchandise. Prove it to yourself with a test ad in the next issue.

KODACHROME STEREO SLIDES: Send for free list. Studio 53, 138 W. 53rd Street, New York 19, N. Y.

photos, b & w slides

2x2 SLIDES from any size negative. Mounted. 15c each. Miller Slide Service, Holdrege, Neb.

TRANSPARENCIES: 35mm mounted 7¢. Optical reductions mounted 13¢. Kirwin Slidefilm Laboratory, Crystal Lake 1, Illinois.

2x2 B&W MOUNTED slides from any size negative, 15¢; unmounted 10¢. From photos, mounted 30¢; unmounted 25¢. Colorslides from your Kodacolor prints, 40¢. Large selection of Title Slides available, write for list. Slide Service, Box 123, Fredonia, Kansas.

2x2 Black & White slides from any photo 35¢ or from any size B&W negative 15¢. Anderson, Box 6472, Indianapolis 26, Indiana.

oil coloring

Oil coloring photographs can be a fascinating hobby or profitable sideline for those with artistic talent. Learn at home. Easy simplified method. Send for free booklet. National Photo Coloring School, 835 Diversey Parkway, Dept. 1117, Chicago 14.

color photo finishing

PROFESSIONAL QUALITY—EKTACHROME—ANSCOCHROME processed—mounted $1.00. Fast Kodachrome—Kodacolor Service. Send for Prices. National Color Corporation, Box No. 55H, Northside Station, Atlanta 5, Georgia.

FOREIGN FILMS PROCESSED—Agfacolor, Gevacolor, Ferranicolor, others, Genphoto, 136-140 Charles St., Boston, Mass.

INTRODUCTORY Offer: Color Film developed 50% off. Kodacolor—45¢ roll. (Prints 25¢ each extra). Kodachrome—75¢ roll. Ansco and Ektachrome—50¢ roll. Send your film today. Free mailing envelope. Eastern Color Service, Box 125, Bridgeport 1, Conn.

movies, movie film & titles

5,000 NEW—USED 8-16mm Silent—Sound Films. International-D, Greenvale, New York.

SAVE 50%! Guaranteed-fresh color, b&w movie film! 8mm, 16mm. Free catalog! ESO-G, 47th Holly, Kansas City 12, Missouri.

Free Catalog—New 8-16 MM Film Now available. Best Rite Sales Co., PO Box 357, Times Square Station, New York 36, N. Y.

8MM—16MM KODACHROME MOVIES. Travel, Adventure, Wild Animals. Free Illustrated catalog, Colonial, 247D, Swarthmore, Pa.

BIG discounts on new 8mm Bell & Howell, Kodak, etc., cameras, projectors, films. Also 16mm. Sound. Visit our store or write for free lists. Specify 8mm. or sound. National Cinema, 71 Dey Street. N.Y.C.

"SURPRISE" assortment 8-MM colorful titles, $1. Postpaid. Guaranteed. LeMoine Films, Nevada, Mo.

HUGE listings, color, B&W sports, comedies, travel, musicals, etc. Catalog 10¢. Turke Films, 423 S. Lincoln St., Hinsdale, Illinois.

16MM FILMS for the connoisseur. Free Brochure. Studio, 138 West 53rd Street, New York City.

SAVE $$$. Fresh 8mm, 16mm B&W and color film. Home Processing Equipment. Free Catalog. Superior Bulk Film Co., 450 N. Wells, Chicago 10.

FREE CATALOG New 8 & 16mm releases now available. Box 14, Midtown Station, New York 18, N. Y.

FREE! BIG CATALOG OF 8mm and 16mm movies. IMPERIAL, Dept. M2, 34 Park Row, New York 38.

PATENTED 8MM Daylight Tank, process B&W, color, inexpensive. LeMoine Films, Nevada, Mo.

EXCHANGE your present 8mm or 16mm movies for new ones. Write today for details. STUDIO, Box 382, Lima 6, Ohio.

color slides

THE SCENIC WEST OUR SPECIALTY. We don't cover the world, but we have the largest available selections on Western National Parks, Canada, and Mexico. Quantity discounts. Select from APPROVALS or FREE CATALOG LISTING THOUSANDS. Douglas Whiteside, Yosemite, California.

COLORSLIDES from your own kodacolor-prints, 50¢. Curiophoto, 1187 Jerome Ave., New York 52.

BEAUTIFUL COLOR SLIDES 10c each. Send dime for sample and latest issue "Slide News". SLIDE SUPPLY, Box 1031, Canton, Ohio.

170,000 slides in stock insures quick delivery. 12,000 subjects offer wide choice. Production by Captain M.W. Arps, U.S. Navy, retired insures satisfaction. Send 9¢ (stamps) for 88 page catalog United States, Canada, Mexico, and Cuba. If interested other countries, add 2¢ for each country requested as these separate lists. Worldwide coverage (70 countries) available. RoLoc, Box 1715, Washington 13, D. C.

ANTIQUE AUTOMOBILES. Over 200 "oldtimers." 32 page Illustrated catalog FREE. Universal, Box 779T, Beverly Hills, California.

COLORFUL TITLE SLIDES. America's largest selection. Sample 25¢. Satisfaction guaranteed. Colonial, 247-D, Swarthmore, Pa.

FIESTA slides, Santa Barbara. 8—$2.50, 20—$6.50. Studio, Box 1143, Santa Barbara, California.

PIKES Peak Region color slides—listing and color slide 25¢. Write, Thirty-Five Slides, Green Mtn. Falls, Colorado.

LOCOMOTIVES, Trolley Cars. 32 page Illustrated Catalog and Sample FREE. Universal, Box 779L, Beverly Hills, Calif.

1958 INTERNATIONAL beauty (universe) contest winners set of 20 colorslides (2x2) $4.95 postpaid. Color movies of the event—8mm (50 ft.) $7.50—16mm (100 ft.) $16.00. Colorslide, Box 1193, Studio City, California.

TRAVELERS—Complete your collection—order the shots you missed—sent on approval! Choose from over 5200 Hi-Fidelity Color Slides 2x2 (35mm) from 67 countries, including exclusive new slides of Russia, or 1200 stereos (3-D). Name the spot—we have the slide—including title and map slides. Send for free 52-page illustrated and descriptive 35mm catalog with "Suggestions for Giving a Travelogue." Stereo catalog free if requested. Ernest M. Wolfe, PSA, 1315 Westwood Blvd., Los Angeles 24, California.

COLORSLIDES, Travel, nature, etc. Free list. Sample 30¢. Kelly M. Choda, 732 Ursula Street, Aurora 8, Colo.

PILGRIM the better quality color slides on approval. Scenic historic New England, Lexington, Concord, Salem, Gloucester, Boston, Maine, New Hampshire, Niagara Falls, Ausable Chasm, Santa's Workshop, New York City, United Nations, Washington, D. C., Carolina, Georgia, Florida, National Parks, Indians, West Coast, Bermuda, West Indies, Mexico, Europe, South Africa and many others. Hundred page catalogue listing thousands, free on request. HENRY COBB SHAW, 105-2 Washington St., Boston 8, Mass.

FLORIDA—U. S.—Europe—List-Sample 10¢. Colorslides, Box 185, Miami 33, Florida.

50 INTERESTING slides (unassembled) $1.00, Sample catalog 20¢. Sanford Company, Galion, Ohio (Est. 1941).

NASSAU, Caribbean. Sample 30¢. H-G FOTOS, 1205 Southwest 35th Avenue, Miami, Florida.

SHENANDOAH, Smokies, Jamestown, Five $1.00. Royalpix-M, 1854 Woodland, Charlotte 5, N. C.

YOUR stereo slides duplicated, 60¢, 2x2 25¢. Stereo views of New York City 6 for $3.00. Stereo viewer 50¢. Bell Films, 200 West 57th St., New York.

LARGEST selection, quality Colorado originals or duplicates. Many other Western subjects. Save by choosing individually after viewing. Free lists. Nesbit, 711 Columbia Road, Colorado Springs, Colorado.

DISNEYLAND—Hollywood—Las Vegas—Niagara Falls. Sets 10 Colorslides $1.00. Eddings, R-3, Corning, N. Y.

"MISS America Pageant Slides of 1958. Orders now being taken for the 1958 Pageant. 8 colorful 2x2 slides for $2.00 or 20 slides for $5.00. Miss America Pageant Slides, Box 433, Atlantic City, N. J."

schools and instructions

PHOTOGRAPHY FOR PLEASURE or profit. Learn at home. Practical basic training. Long established school. Free booklet. American School of Photography, 835 Diversey Parkway, Dept. 2127, Chicago 14.

CAMERA REPAIRMEN greatly needed! You can learn manufacturers' service methods at home, in your spare time! FREE, big, illustrated book tells how! Write today, NATIONAL CAMERA REPAIR SCHOOL, Dept. C-10, Englewood, Colorado.

business opportunities

Your envelopes addressed accurately, reasonably. Fast Service. We have capable addressers in your city. GLENWAY SYSTEM, Box 6568, Cleveland 1, Ohio.

Save 50% and MORE!

WHILE THEY LAST

Close out specials on these important books. All brand new.

	Was	New
Photography Indoors, a Camerette	3.50	2.00
Photographing Mexico, by Atwater	3.50	2.00
Photographic Enlarging by Jordan	3.50	1.75
Children Before My Camera	3.50	1.75
Home Movie Shows, Alder	.60	.30
Child Portraiture, Donovan	4.95	2.50
Photographic Pilgrims Progress, Duncan	2.50	1.00
Stereoscopic Photography, Judge	6.75	3.50
Photography, Its Science and Practice	5.00	3.00
Leica Manual (15th ed.) Morgan, Lester	6.00	3.50
Making Effective Photographs	4.95	3.00
Seaside Snaps	.75	.35
Better Prints (A Camerette)	3.50	2.00
Manual Airbrush Technique, Tobias	3.50	2.00
How To Take Better Photographs, (Popular Mechanics)	2.00	1.00
My Experiences In Color Photography, by Wolff	10.00	7.50
FIAP Yearbook	10.00	6.00
Formosa	3.00	2.00
Your Simple Flash Camera	1.50	.50
Make Your Own Stereo Pictures	5.95	4.00
Guide to Photographic Control	4.00	3.00
Color In Business, Science, and Industry, by D. B. Judd	8.50	6.00
Photography, by C. E. K. Mees	5.00	3.00
Modern Enlarging Technique, by Wakefield	3.95	2.00
Revere Tape Recorder, by Tydings	1.95	1.25
Cine Film Projection	3.75	2.00
Face of New York, Feininger	5.00	3.50
Boys Book of Photography, by Teale	3.00	2.00
Changing America, by Feininger	5.95	4.00
Cats and Kittens, by Holme	3.00	1.75
Elementary Photography, by Quarles	5.50	3.00
Everybody's Photo Course	.50	.35
Film Making From Script to Screen, by Buchanan	2.00	1.25
New Guide to Better Photography, by Abbott	3.95	2.50
History of Photography, by Eder	10.00	7.50
Home Movie Scripts	1.50	1.00
Short Cut to Photography, by Frankel	2.50	1.50
Focus On Architecture and Sculpture, by Gernsheim	8.50	5.00
German Photographic Annual 1957	7.50	4.00
Progress In Photography	10.00	5.00
Stereo Realist Manual	6.00	4.00

AMPHOTO 33 W. 60th New York 23, N. Y.

(Add 3% sales tax for New York City delivery)

How Well Do You "SEE"

When Taking Pictures?

Ray Bethers, distinguished painter and art editor, has created an exciting new picture-taking technique with *PHOTO-VISION*. In this book, *which is used by the Army as a standard teaching text*, he shows you how to see "creatively," thus helping you **make** rather than snap a picture. Using 200 photographs and unique explanatory diagrams he explains how you, too, can improve your work, whether you take pictures for pleasure or profit. PHOTO-VISION is no dull text—it is one of the most exciting, absorbing photo books ever published. 106 pgs.

PHOTO-VISION—*by Ray Bethers*

8 x 10½ Beautifully Bound and Printed. **$4.95**

From Your Dealer or

AMPHOTO

33 W. 60th St., New York 23, N.Y.

(Add 3% on NYC Deliveries)

BUY WHOLESALE! 30-80% Discounts! Appliances, Gifts, Typewriters, Tools, Watches, Sporting Goods, Jewelry, Cameras, Housewares, Etc. Consolidated Distributors, Clifton 20, New Jersey.

CAMERA OWNERS! EARN $50.00 WEEK-ENDS! Instructions $1.00 Information free! KLINE, 935-MP North Austin, Chicago 51, Illinois.

costumes

LEOTARDS, Bikinis, costumes. Send $1.00 for actual photos. Stan Stanton, Liberty 1, N. Y.

SHUTTERBUGS! 1957 Pin-Up Calendar $1.00!* Peter Gowland Photog, Dane Arden Model (all 12 lovely new pin-up costumes available). Pictorial Catalog $1.00*: Bikini's, Lingerie, Pin-up Swim Suits, Costumes, Drapes, 100 pics. (*Merchandise Credit). Posing Guide $1.00: Pin-Up Posing Book, amusingly written, 42 pics by Messick. Maureen of Hollywood, 128 So. Alvarado, Dept. 5, Los Angeles 57, California.

BIKINIS, leotards $2.98. Catalog 25¢. Cover Girl Originals, Dept. MP-70, 776 8th Ave., New York, N. Y.

miscellaneous

FREE Illustrated Hypnotism, Self Hypnosis, Catalogue. Write: Hypnotist, 8721 Sunset, Hollywood 46MP, California.

FREELANCERS ATTENTION! Register now, free. No obligation. For details and application blank write Accredited Press, Lawrence 2, New York.

MIRROR one side; transparent from other side. Photograph people unawares. 8"x10", $2.00. 16"x20", $5.00. ONE-WAY MIRROR, Dept. MP-12, Box 625, Mt. Vernon, N. Y.

WALLET-SIZE Documents sealed in crystal clear plastic—20¢ each, 8—$1.00. PLY-O-FILM CO., Box 30, Berea, Ohio.

HANDSOME metal photographer's emblem. Fits onto auto license plate. $1.00. Satisfaction guaranteed. Thompson's, 1450 Wolf Ridge Road, Mobile, Alabama.

1957 LENS LIST

(Continued from page 129)

20-in. f/6.3 Fototel. Wollensak, U.S.A. Mirror optics, for all 35mm single-lens reflexes, $450; with reflex housing, $535

20-in. f/5.6 Reflectar. Zoomar, U.S.A. Mirror optics, for all 35mm single-lens reflexes, $650

25-in. f/6.3 Reflectar. Zoomar, U.S.A. Mirror optics, for all single-lens reflexes, $750

40-in. f/8 Reflectar. Zoomar, U.S.A. Mirror optics, for all single-lens reflexes, $1200

80-in. f/15 Reflectar. Zoomar, U.S.A. Mirror optics, for all single-lens reflexes, $1700

100-in. f/20 Reflectar. Zoomar, U.S.A. Mirror optics, for all single-lens reflexes, $2000

150-in. f/25 Reflectar. Zoomar, U.S.A. Mirror optics, for all single-lens reflexes, $3200

Variable: **175mm f/3.5; 225mm f/4.5; 250mm f/5; 315mm f/6.3 Telestigmar.** Dr. Weth, Germany. Various focal lengths by choice of lens element combinations (see "Four in One," *page 70*). Preset diaphragm, **AH-AL**, $220

—THE END

OPTICAL BARGAINS

OPAQUE PROJECTOR WAR SURPLUS

Made by Beseler for the Navy—Model OA. New complete with 300-watt, 115-volt bulb, projection lens and copy holders. About a $40.00 value. Use 8 to 15 feet from screen to get 2½ and 5 feet square pictures. Copy can be held front of projector and projector is furnished with a copy carrier for pictures you paste on 5 x 8 inch file cards on 2½ x 3½" cards. Children love these. They can project their art work, comic books, school pictures, snapshots, colored pictures in full color, etc.

Stock No. 85,048-M.....$20.00
(Shipping Weight 14 lbs.) F.O.B. Barrington, N. J.

Take Telephoto Shots Thru 7 x 50 MONOCULAR

This is fine quality, American made instrument—war surplus! Actually ½ of U.S. Govt. 7 x 50 Binocular. Used for general observation both day and night and to take fascinating telephoto shots with your camera. Brand new. $95 value. Due to Japanese competition we close these out at a bargain price. Directions and mounting hints included.

Stock No. 50,003-M.....$15.00 Pstpd.

SILICONE POLISHING AND CLEANING CLOTHS

New! Combines the miracle of Silicones with a non-woven, all rayon cloth. Used over & over (washable) to dust, polish, protect, anti-fog; mirrors, reflectors, lenses, coated optics, crystal glass, lucite, other plastics. Won't scratch. Lintless, non-oily. Cloth size 18 x 16".

Stock No. 60,059-M Package of 3 cloths $1.00 Pstpd.

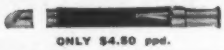
Stock No. 70,137-M Package of 100 cloths 26.50 Pstpd.

f/1.4 16mm MOVIE PROJECTION LENS

F. L. only 1" . . . or ½ that of standard 16mm projecting lens. Gives you a big picture—4 times the size normally obtained in same projecting distance. Lens unit is mounted in a standard sleeve with an O. D. of 1-3/16" which fits most 16mm. projectors. Brass tubing available to change O. D. for adapting to other sizes from 1" to 1½". Direction sheet included. Back of the lens must come within 5/16" of film. Worth $30.00.

Projecting Lens—Stock No. 30,119-M .....$9.50 pstpd.
Sleeve Adapter, 1" O.D.—Stock No. 40,126-M—$1.00 ppd.

New! 2 in 1 Combination Pocket-Size 50-Power MICROSCOPE & 10-Power TELESCOPE



ONLY $4.50 ppd.

Useful Telescope and Microscope combined in one amazing precision instrument. Imported! No larger than a fountain pen. Telescope is 10-Power. Microscope magnifies 50 Times. Sharp focus at any range. Handy for sports, looking at small objects, just plain snooping.

Order **Stock No. 30,059-M $4.50 ppd.**

Send Check or M. O. Satisfaction Guaranteed!

See the Stars, Moon, Planets Close Up!

3" ASTRONOMICAL TELESCOPE

60 and 120 Power — An Unusual Buy!

Famous Mt. Palomar Type!

Assembled—ready to use! You'll see the Rings of Saturn, the fascinating planet Mars, huge craters on the Moon, Star Clusters, Moons of Jupiter in detail. Galaxies! Aluminized and overcoated 3" diameter high-speed f/10 mirror. Equatorial mount with lock on both axes. An Optical Finder Telescope, always so essential, is also included. Sturdy hardwood, portable tripod. Free with Scope—valuable star chart and 272 page "Astronomy Book." Order by Stock No.—Send check or M.O. —Money-back guarantee!

Stock No. 85,050-M (Shipping wt. 10 lbs.) $29.50 f.o.b. Barrington, N. J.

GET FREE CATALOG #M—America's No. 1 source of supply for photographers, hobbyists. World's largest variety of Optical items. Bargains galore . . . War Surplus—Imported—Domestic! Microscopes, Telescopes, Infrared Sniperscopes and Parts, Prisms, Lenses, Reticles, Mirrors and dozens of other hard-to-get Optical items. Ask for FREE CATALOG #M.

EDMUND SCIENTIFIC CO.
BARRINGTON, NEW JERSEY

Today...!

If you are an Exakta owner (or if you are thinking of becoming one) don't put off writing to Seymour's. Send in the coupon right away before it slips your mind again!

When you order your Exakta camera and accessories from Seymour's your mind is at ease: You simply *know* that you are getting the most carefully selected equipment and the most highly corrected lenses. You simply *know* that you receive equipment, tested and checked by the people who are proud to be called

EXAKTA SPECIALISTS

If you are thinking of getting an Exakta, write for complete details. You will soon be convinced that it is to your advantage to buy your Exakta from the only Exakta Specialists in the country—from Seymour's, where your camera has a "home" as long as you own it.

And if you already own an Exakta, be sure to get on our mailing list to receive the latest information about your camera and its accessories.

SEYMOUR'S

the Exakta Specialists
350-C West 31 St.
New York 1, N. Y.
(Tel.: WI 7-0453)

The World's ONLY Camera Store Dealing EXCLUSIVELY in Exakta Cameras and Exakta Equipment

SEYMOUR'S
brings you eagerly awaited
Screw-in Filters
for many
Exakta Lenses

- **Finest Optical Glass**
- **Absolutely Plano-Parallel**
- **100% Distortion-Free**
- **Lifetime Guarantee Against Fading**

Available for
Automatic and Preset Biotar F2
Automatic Tessar F2.8
Preset Tessar F2.8 and F3.5
Auto Quinon F1.9
Automatic Westagon and Westanar
80mm Preset Tessar F2.8
135mm Triotar
135mm Actinar
135mm Auto Tele Xenar
and a few other lenses

Specify lens when ordering

Price per Screw-in Filter 4.95
Set of 4 for Color 16.50
Set of 4 for B & W 16.50
Both Sets 29.75

Feature OF THE MONTH

TO: Seymour's, The Exakta Specialists, 350-C West 31 Street, New York 1, N. Y.

☐ **I do not own an Exakta.**
Please send me descriptive literature, price list, accessory list, and a sample copy of your Exakta News.

☐ **I have an Exakta (Model)**
Please send your Exakta News regularly; also send accessory lists and bulletins and put my name on your mailing list.

☐ **I would like to establish credit.**

☐ **I would like to trade equipment.**
I have listed the items I have and the items I want on a separate sheet attached hereto.

Please hand print or type name and address

NAME .....

NUMBER AND STREET.....

CITY..... ZONE..... STATE.....

VOIGTLANDER

Choose the camera with the eye for COLOR

When you see and handle the new VOIGTLANDER cameras you'll know quickly the look and feel of superb, unsurpassed quality. You'll discover Voigtlander traveling to places of distinction—First Class always!

Cameras are for happy picture taking, and in the Voigtlander camera family, color photography is especially satisfying. Voigtlander lenses are computed and ground especially for color. Ask your dealer to show you Voigtlander, with LVS system for easy exposure control—built-in exposure meter—rapid automatic film transport—automatic double-exposure prevention and film lock—coupled view and rangefinder with single eyepiece—depth of field indicators and many more features that now more than ever before say: Choose Voigtlander—the Camera with the Eye for Color!

Pictured above is the Vitessa T traveling First Class as befits a name so long famous for quality in photography. This rapid action 35mm has built-in exposure meter for new light-value system and takes interchangeable lenses—35, 50 and 100mm. Coupled rangefinder, viewfinder with automatic parallax correction and the 50mm Color-Skopar f/2.8 lens in Synchro-Compur L Shutter are standard on the Vitessa T at.....$154.50

CAMERA AND LENS ARE MADE FOR EACH OTHER

SINCE 1756 **Voigtländer** SAY PHŌT-LANDER

H. A. BOHM AND COMPANY, SOLE AMERICAN IMPORTERS, 4761 W. TOUHY, LINCOLNWOOD, ILLINOIS

VITO B
35mm—all metal, rigid design. Pronto shutter with exclusive 4 element Color Skopar f/3.5 lens $45.50. With Prontor-SVS shutter $54.50. With Color Skopar f/2.8 lens $68.75

VITO BL
F3.5—4 element Color Skopar lens, Prontor-SVS shutter. With built-in light meter $77.50. With f/2.8 lens $91.75

VITO IIa
Perfect 35mm pocket camera—compact with famous 4 element Color Skopar, f/3.5 lens for unmatched color correction. In Pronto shutter $45.50; in Prontor SVS shutter $54.50

VITESSA L
With built-in exposure meter. A compact 35mm camera with plunger-type film advance. With Color Skopar f/2.8 lens $139.50. With Ultron f/2.0 lens $159.50. Vitessa F3.5 without meter $99.50

PROMINENT
35mm—highest quality for professionals, scientists, amateurs. Synchro Compur shutter takes interchangeable lenses. With Ultron f/2.0 . . . $229.50 With Nokton f/1.5 . . $279.50

How to travel light and bright

Easy. A cap will hold 48 M-2 flashbulbs, all preloaded in carrier disks for the six-shot Kodak Rotary Flasholder. Add a few rolls of Kodak Ektachrome or Kodachrome Film and the compact Kodak Signet 40 Camera . . . you're on your way —anywhere!

This is really putting the world in your pocket . . . or your cap. Convenience, too. Efficiency. And light, easy travel. The Signet 40 weighs only 16 ounces. Most of the data you need are right on it—exposure guide, color-coded settings for Kodachrome and Ektachrome Films, field-depth and other scales. And an accurate lens-coupled rangefinder, a Lumenized *f*/3.5 lens in smooth ball-bearing mount, 1/400-second shutter, and lever-action film wind.

The Kodak Rotary Flasholder is the quickest-acting unit you've ever tried—a new idea, and a wonderful one. And we don't need to tell you a thing about the dependability of Kodachrome and Ektachrome Films.

Prices are list, include Federal Tax where applicable, and are subject to change without notice.

Kodak
—a trademark since 1888

Ready to go? The Kodak Signet 40 Camera DeLuxe Outfit, with camera, Rotary Flasholder, Field Case, and Filter Kit, $96.00; Kodak Rotary Flasholder, Type 1, $10.95; Kodak 135 Ektachrome Film, $1.85 for a 20-exposure magazine; Kodachrome 135 Film, $2.60 for 36 exposures. Let your Kodak dealer show you how this all fits in your hat, or coat pockets, or gadget bag.

EASTMAN KODAK COMPANY, Rochester 4, N. Y.